

# CONFERENCE | TEPE 2024

18<sup>th</sup> Annual Conference of the TEPE Network  
Innovation in teacher education:  
sustainable change & evaluating impact  
at macro, meso and micro level

Mobilizing an insight through social  
hubs to approach living labs

Thierry Gobert



**TEPE 2024**  
Innovation in teacher education:  
Sustainable change & evaluating impact at macro, meso and micro level.

**20→22**  
MARCH 2024 AIX-EN-PROVENCE/FRANCE



Teacher Education  
Policy in Europe

**tepe**



**UP  
VD**

# Symposium

« For living laboratories in education »

Mobilizing an insight through social hubs to approach living labs

Thierry Gobert

Many thanks to the event's organizing team, our coordinator Laurent Heiser, the discussant J.-F. Ceci and symposium communicators.



# Symposium

« For living laboratories in education »

Mobilizing an insight through social hubs to approach living labs

Thierry Gobert



Perpignan, living roof (vegetalised)

**TEPE 2024**  
Innovation in teacher education:  
Sustainable change & evaluating impact at macro, meso and micro level.



Perpignan, Nelosis student' association



© Alois COISSARD

Teacher Education Policy in Europe

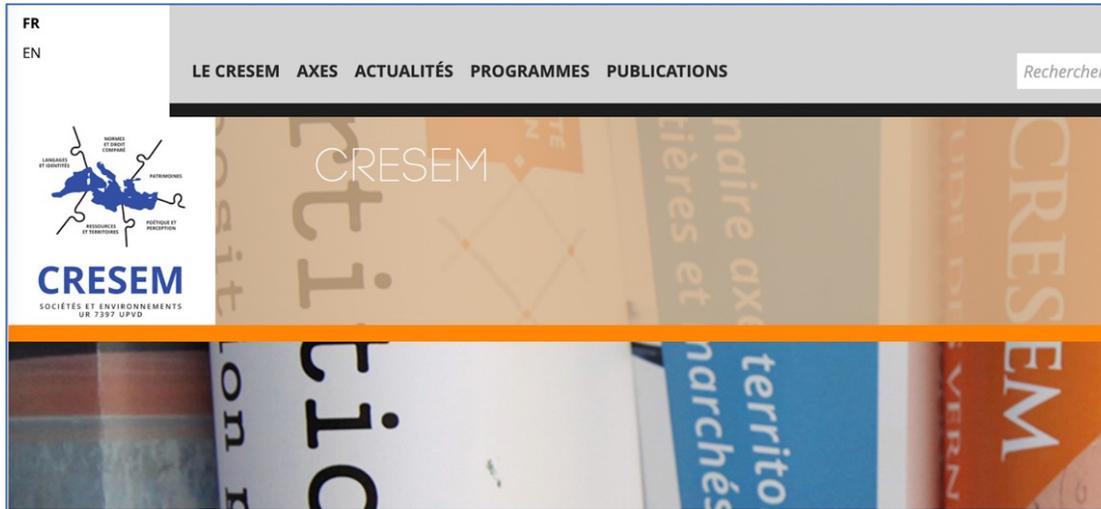


CRESEM  
SOCIÉTÉS ET ENVIRONNEMENTS  
UNIVERSITAIRES

UP  
VD

# Mobilizing an insight through social hubs to approach living labs

Thierry Gobert



Humanities

&

Information and communication sciences (education, care, aero)

[www.medialogiques.com](http://www.medialogiques.com)

[Thierry.gobert@univ-perp.fr](mailto:Thierry.gobert@univ-perp.fr)

Teacher Education Policy in Europe

tepe



UP  
VD

# Mobilizing an insight through social hubs to approach living labs

Thierry Gobert



Some works about « social hubs »

LUDOVIA #21  
UNIVERSITÉ D'ÉTÉ  
ARIEGE - PYRÉNÉES

**Thème 2024 :**  
**Quotidienneté du**  
**numérique en classe et**  
**dans les établissements**

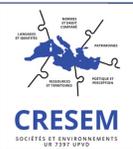
Ax-les-Thermes du 26 au 29 août 2024

The 2024 theme is: « everyday life and digital technology »

[www.medialogiques.com](http://www.medialogiques.com)  
[Thierry.gobert@univ-perp.fr](mailto:Thierry.gobert@univ-perp.fr)

Teacher Education  
Policy in Europe

tepe



UP  
VD

# Mobilizing an insight through social hubs to approach living labs

## Communication plan

### Prolegomena & introduction

Theoretical considerations: social hubs, living labs, self-institutionalization illusion

Research field: Perpignan university, Nelosis Veget'all student association

Discussion: living labs & social hubs

Concluding remarks



The artificial cloud (Nelosis Veget'all – 2024)

[www.medialogiques.com](http://www.medialogiques.com)

[Thierry.gobert@univ-perp.fr](mailto:Thierry.gobert@univ-perp.fr)

# Mobilizing an insight through social hubs to approach living labs

## Prolegomena & introduction

# LIVING LAB

Introduction

Theoretical

Research

Discuss

Conclusion

Notoriété chez les pairs

Dispositifs socio-numériques

*Hub social & social hub, Institutionnalisation de soi, Institutionnalisation personnelle, Orthèses socio-numériques, Présence instituée & instituante, Illusions d'institutionnalisation, Individu média*

Espaces médias institutionnels

Journalisme, Photo & ciné.  
Réalisation AV / transmédia,  
Pédagogie instituante,  
Comm. Professionnelle  
**Innovation associative**

**Living labs + hubs S : institutionnalisation de soi dans les espaces médiatique, social, citoyen, éco, académiques, usagers.**

**hub social : illusions d'institutionnalisation de soi, « individu média », RSN**

Sphère individuelle & personnelle

**Illusions de contrôle, Illusions de compétence, Consécration, Orthèses multimédias, Orthèses cognitives, Présence distribuée, Comportement de Scoping, Activités de nature médiatique, Télé-absence & Télé-isolément**

Notoriété institutionnelle

# SocialHub

# Mobilizing an insight through social hubs to approach living labs

## Prolegomena & introduction

# LIVING LAB

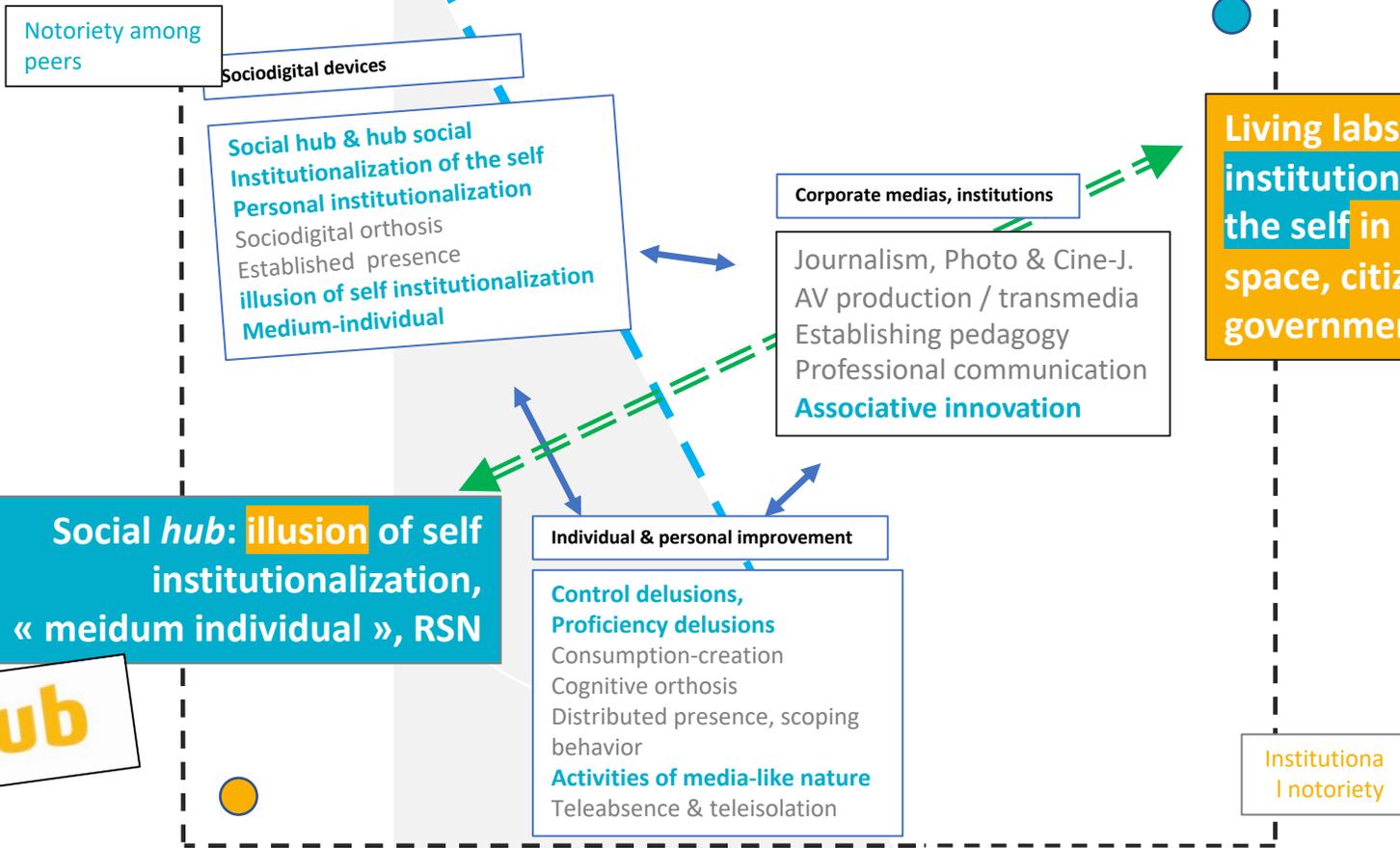
Introduction

Theoretical

Research

Discuss

Conclusion



# SocialHub

# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

**SocialHub**

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization

Social hubs (Gobert, 2009): places and spaces of social convergence (neighborhoods, schools, social networks, etc.) These are spaces where the subject finds themselves in a potential meeting situation, **in a representation of themselves**, managing the space and vector of an institutional logic, as personal as it may be.



The concept originated with airport hubs!



# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

### SocialHub

A "social hub is a digital and/or physical **info-communication convergence device** that enables players to meet, pool resources and share practices and activities, while managing the identities associated with these activities". (Gobert, 2020).

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization



The concept originated with airport hubs!

# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

**LIVING LAB**

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization

A Living Lab is an open innovation research method aimed at developing new products and of new products and services. The approach promotes a process of co-creation with end-users under real-life conditions, and based on an ecosystem of public-private-citizen public-private-citizen partnerships.

2006 : creation of the European network of living laboratories (ENoLL)

### MICRO, MESO AND MACRO ANALYSIS



**European Network of Living Labs**

# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

**LIVING LAB**

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization

A Living Lab is an open innovation research method aimed at developing new products and of new products and services. The approach promotes a process of co-creation with end-users under real-life conditions, and based on an ecosystem of public-private-citizen public-private-citizen partnerships.

2006 : creation of the European network of living laboratories (ENoLL)

### MICRO, MESO AND MACRO ANALYSIS



**European Network of Living Labs**

# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

Introduction

Theoretical

Research

Discuss

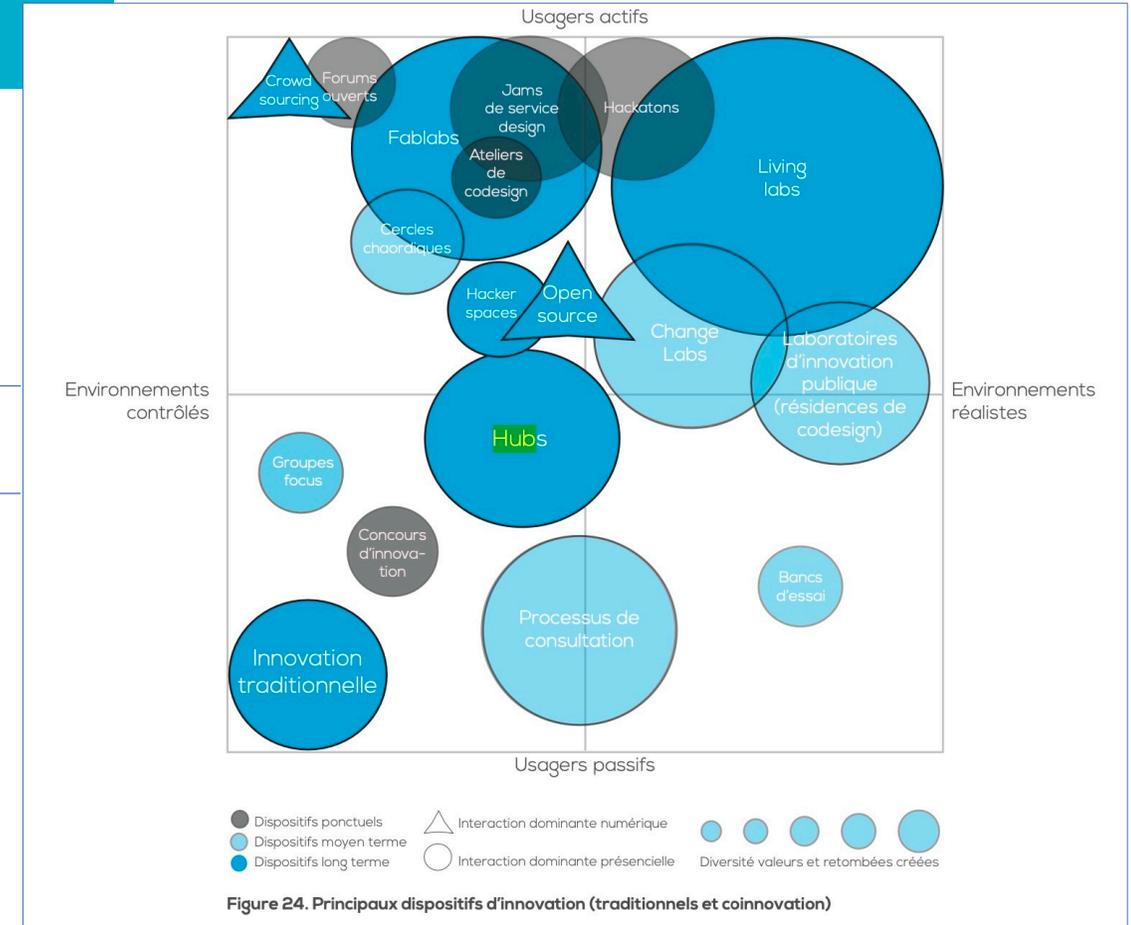
Conclusion

Social hub

Living lab

Illusion of the self institutionalization

All together !



# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization

### Personal institutionalization

The individual is institutionalized as soon as he represent - or think he represent - an organization, an association, a firm or... himself.

The behavior of personal institutionalization is maintained by the repetition of « forms of presence » (Gobert, 2010) in time under the influence and the support of optimist biases such as control illusions(Langer 1975) and proficiency delusions (Kahneman, 2011).

# Mobilizing an insight through social hubs to approach living labs

## Theoretical considerations

Introduction

Theoretical

Research

Discuss

Conclusion

Social hub

Living lab

Illusion of the self institutionalization

### Illusion of the self institutionalization

it manifests itself through behaviors in which the subject - a firm, an association or an organization - overestimate the importance of their opinion, their proficiencies, and their influence. Thus, it seems necessary to them to maintain their image regularly by multiplying activities of media-like nature in a digital social hub, possibly a physical one.

# Mobilizing an insight through social hubs to approach living labs

## Research field

Introduction

Theoretical

Research

Discuss

Conclusion

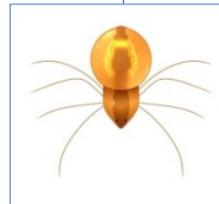
Méthod

Veget'all

Nelosis

The qualitative survey methodology introduced an innovative approach where interviews were conducted in two stages:

- In a non-directive way about the "Nélosis" project taken as a social hub,
- Then in a semi-directive way after explaining the Living Lab concept to the population.



# Mobilizing an insight through social hubs to approach living labs

## Research field

Introduction

Theoretical

Research

Discuss

Conclusion

Méthod

Veget'all

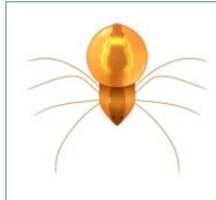
Nelosis

## Student associations & projects



### Réseau Nélosis - L'ARÉNIÉ

Unissons les acteurs de demain Pour changer le monde d'aujourd'hui Réseau étudiant d'innovation durable



# Mobilizing an insight through social hubs to approach living labs

## Research field

Introduction

Theoretical

Research

Discuss

Conclusion

Méthod

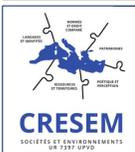
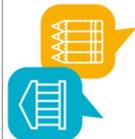
Veget'all

Nelosis



Teacher Education Policy in Europe

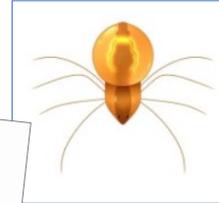
tepe



UP VD

# Mobilizing an insight through social hubs to approach living labs

## Research field



Teacher Education Policy in Europe

# Mobilizing an insight through social hubs to approach living labs

## Research field



Teacher Education Policy in Europe

**tepe**

AAAA

CRESEM

SOCIÉTÉS ET ENVIRONNEMENTS 1875-2025

UP VD

**LYCÉE GÉNÉRAL ET TECHNOLOGIQUE AGRICOLE GARCIA LORCA**

La Région Occitanie  
Pyrénées - Méditerranée

# Mobilizing an insight through social hubs to approach living labs

## Discussion

Introduction

Theoretical

Research

Discussion

Conclusion



### Limits of the study

Hubs, social hubs, living labs

Positive self-institutionalization illusion & identify the meaning in social hubs and living labs

The qualitative method is a limitation, but it encourages and provides inspiration for other work.

# Mobilizing an insight through social hubs to approach living labs

## Discussion

Hubs, social hubs, living labs

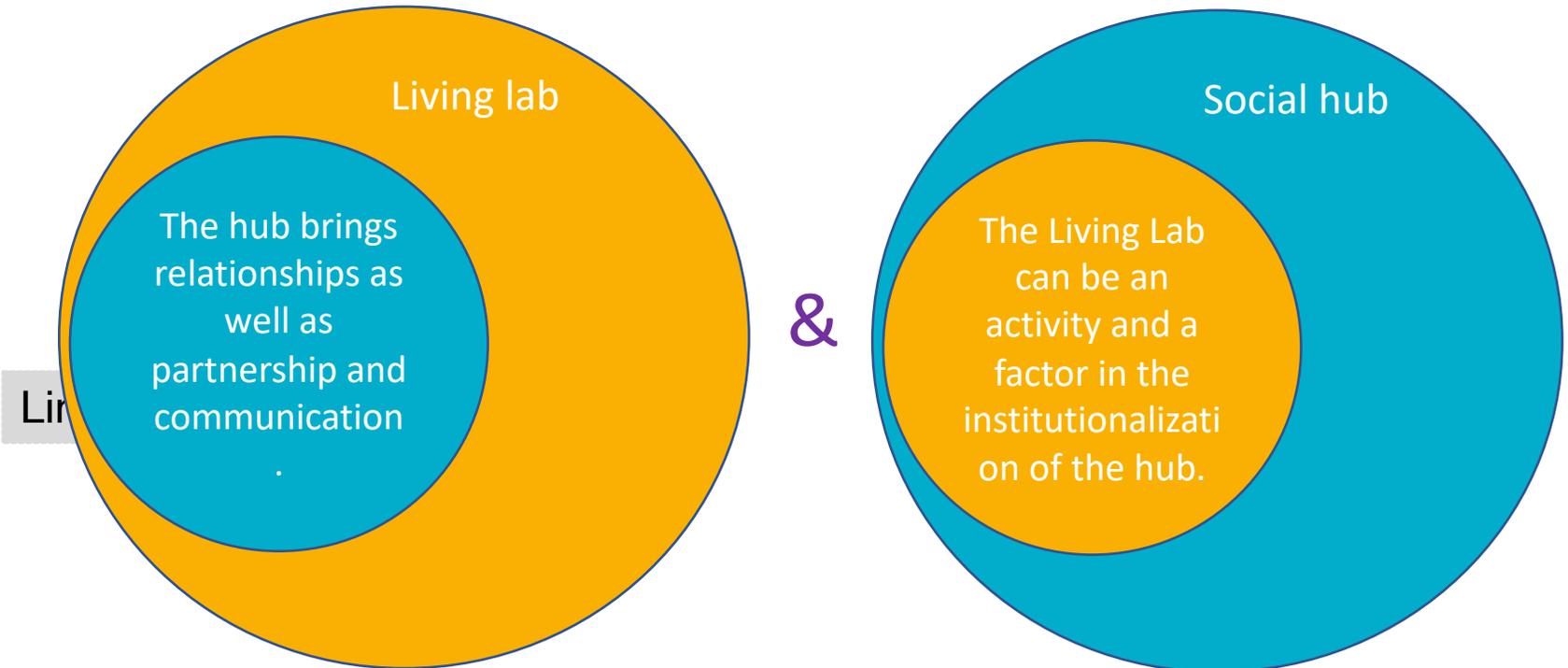
Introduction

Theoretical

Research

Discussion

Conclusion



Positive self-institutionalization  
illusion & identify the meaning  
in social hubs and living labs

# Mobilizing an insight through social hubs to approach living labs

## Discussion

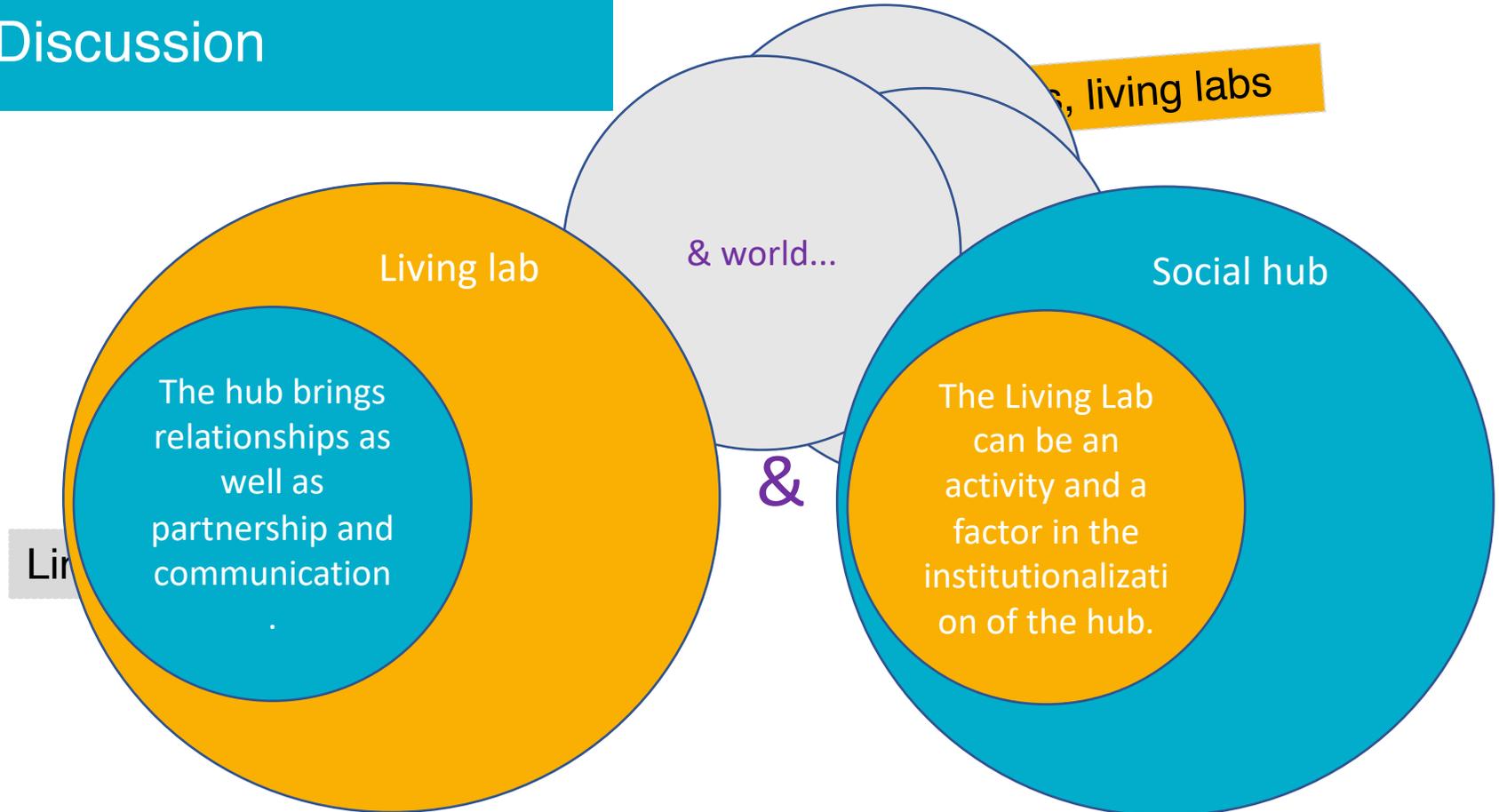
Introduction

Theoretical

Research

Discussion

Conclusion



Positive self-institutionalization  
illusion & identify the meaning  
in social hubs and living labs

# Mobilizing an insight through social hubs to approach living labs

## Discussion

Introduction

Theoretical

Research

Discuss

Conclusion

Social hubs:

Illusions of self institutionalization, medium individual, social & digital networks

Hubs en « mode living lab » ?

Living hubs ?

Positive self-institutionalization illusion & identify the meaning in social hubs and living labs

Living labs

+ social hubs : institutionalization of the self in medias, social space, citizens, government, industry.

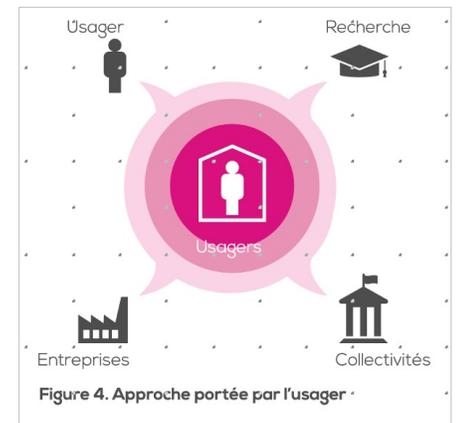
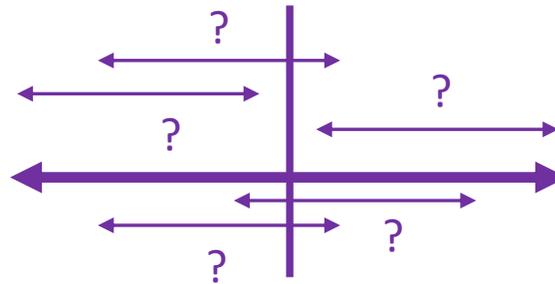


Figure 4. Approche portée par l'utilisateur

# Mobilizing an insight through social hubs to approach living labs

## Discussion

Introduction

Theoretical

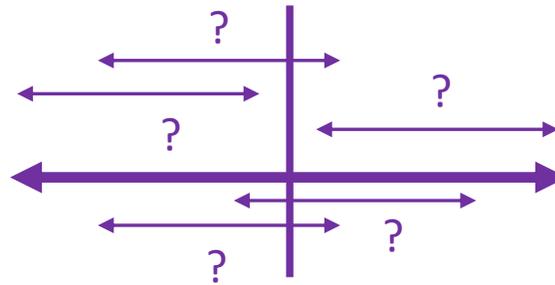
Research

Discuss

Conclusion

**Social hubs:**

**Illusions** of self institutionalization, medium individual, social & digital networks



**Living labs**

**+ social hubs :** institutionalization of the self in medias, social space, citizens, government, industry.

**Hubs en « mode living lab » ?**



**Living hubs ?**

# Mobilizing an insight through social hubs to approach living labs

## Discussion

Introduction

Theoretical

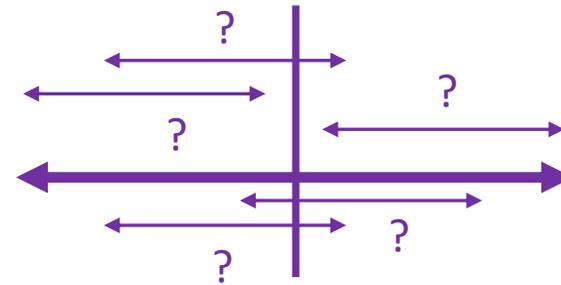
Research

Discuss

Conclusion

Social hubs:

Illusions of self institutionalization, medium individual, social & digital networks



Living labs

+ social hubs : institutionalization of the self in medias, social space, citizens, government, industry.

Hubs en « mode living lab » ?



Dimension "Living Lab mode projects" project level - refers to the Living Lab methodology

- 1.Co-creation: co-design with users
- 2.Exploration: discovering emerging uses, behaviors and market opportunities
- 3.Experimentation: implementing scenarios in user communities
- 4.Evaluation: assessing concepts, products and services according to socio-ergonomic, socio-cognitive, socio-cultural and socio-economic criteria.

« Ecosystem dimension », macro level

Macro level "Resources" dimension: supporting the steps of the LL methodology

**Brigitte Trousse** (2019), "Living Lab, Projet en mode Living Lab, l'exemple du projet MyGreenServices du ICT Usage Lab" - Présentation à l'institut IRSN.

# Mobilizing an insight through social hubs to approach living labs

## Conclusion

# LIVING LAB

Introduction

Theoretical

Research

Discuss

Conclusion

Notoriety among peers

Sociodigital devices

Social hub & hub social  
Institutionalization of the self  
Personal institutionalization  
Sociodigital orthosis  
Established presence  
illusion of self institutionalization  
Medium-individual

Social hubs:

Illusions of self institutionalization, medium individual, social & digital networks

Hubs en « mode living lab » ?

Individual & personal improvement

Control delusions,  
Proficiency delusions  
Consumption-creation  
Cognitive orthosis  
Distributed presence, scoping behavior  
Activities of media-like nature  
Teleabsence & teleisolation

Corporate medias, institutions

Journalism, Photo & Cine-J.  
AV production / transmedia  
Establishing pedagogy  
Professional communication  
Associative innovation

Institutional notoriety

Living labs

+ social hubs :  
institutionalization of the self in medias, social space, citizens, government, industry.

# SocialHub

# CONFERENCE | TEPE 2024

18<sup>th</sup> Annual Conference of the TEPE Network  
Innovation in teacher education:  
sustainable change & evaluating impact  
at macro, meso and micro level

Mobilizing an insight through social  
hubs to approach living labs

Thierry Gobert



**TEPE 2024**  
Innovation in teacher education:  
Sustainable change & evaluating impact at macro, meso and micro level.

**20→22**  
MARCH 2024 AIX-EN-PROVENCE/FRANCE



Teacher Education  
Policy in Europe

**tepe**



**UP  
VD**