

Teaching innovation management using social media – continued progress report

C.M. Thurnes

www.OPINNOMETH.de

Center of Competence OPINNOMETH
University of Applied Sciences Kaiserslautern

Motivation

- Dynamics in innovation
- Teaching with classical examples is not enough
- Experience/problem based learning
- Contemporary learning methods, tools and communication styles

Concept

- Teaching innovation management in bachelor courses using TikTok and Instagram; from 2022 up to now; presented 2023:
https://www.tiktok.com/@professorthurnes/video/7241607956595232027?is_from_webapp=1&sender_device=pc&web_id=7299078604981552673
- Actual run: **#studyinnovationchallenge2025** (have a look soon on **TikTok**)
- Students create videos on TikTok and Instagram related to innovation management topics/triggers

Concept & Obvious Learning Objectives

- Handling, use and impact of social media platforms
- Creating, posting videos in the typical media style
- Interpretation of innovation management related keywords

Evaluation challenges the professor sometimes

Experience-based Learning and associated Learning Objectives

- Experience of some steps of the innovation process
- Self-discovery of definitions and narratives (2025: design thinking phases, Ai, Samsung “Solve together sport & tech” challenge)
- Diffusion/adoption curve
- Development of competences video by video
- ...

Concept and Facts 2022 to 2025

- Voluntary participation; bonus points for examination as reward

2022:

- March to April; feedback started after the 4th video challenge
- 29 of 40 students participated; 84 videos on **Instagram and TikTok**
- 138.000 views; #studyinnovationchallenge2022

2023-2025:

- 30 – 50 students each summer term (March to April)
- Participation with at least 1 video: app. 75 %
- Participation with 6 videos: app. 55%

https://www.tiktok.com/@student_251/video/7353211459737865504?is_from_webapp=1&sender_device=pc&web_id=7299078604981552673

Observations 2025 that necessitate change for 2026

- **Loss of novelty:** The challenge no longer pushes students out of their comfort zone (see adoption curve); it feels routine
- **Technological shift:** Ai tools make video creation so easy, that students probably don't reflect the given keywords/topics on their own
https://www.tiktok.com/@innovatives_d3nk3n/video/7488467464456654102?is_from_webapp=1&sender_device=pc&web_id=7299078604981552673
- **Decline in meaningful involvement:** Feedback quality and submission patterns (late-night Sunday rush)

Invitation for 2026

- **Let's do it together:** let's find an adapted concept to push them out of the comfort zone ... e.g. by international student teams
- Send me a **message** by the end of June and I'll set up an online meeting on the topic: christian.thurnes@hs-kl.de



2026???

Find the slides here:



- <https://www.opinnometh.de/downloads>
- Instagram & TikTok: @professorthurnes