

## Abstract of Doctoral Dissertation

# Title: Crowdsourcing for Business Ideas through Reddit: Exploring the Dynamics of Online Innovation

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This dissertation explores the potential of Reddit, a popular social media platform, as a tool for crowdsourcing for business innovation. This study investigates how Reddit facilitates open innovation through crowd engagement and response. Focusing on nine selected subreddits, related to business ideas, the research employs a mixed-methods approach, integrating available engagement metrics, quantitative sentiment analysis and qualitative content assessment.

Utilizing R for data extraction and sentiment analysis followed by IBM SPSS for statistical analysis, the study provides an in-depth evaluation of post sentiments, engagement metrics, and comment dynamics. We categorize posts into industries and examine the variance in crowd reactions based on factors such as post content, subreddit, and temporal trends. Special attention is given to the impact of significant events like the release of ChatGPT on community engagement and discourse.

The findings reveal distinct patterns of engagement and sentiment across subreddits, highlighting the influence of subreddit themes on user interaction and the perceived value of posts. Statistical analysis demonstrates significant differences in engagement metrics, such as post ratings and comment counts, based

on subreddit topics and external events. The study also uncovers insights into the role of awarded posts in shaping subreddit discussions and sentiment trends.

Through this research, a nuanced understanding of Reddit's efficacy as a crowdsourcing platform for business innovation is developed. The dissertation offers valuable implications for businesses seeking to harness the power of online communities for idea generation and open innovation. It also provides recommendations for leveraging social media platforms like Reddit to tap into the wisdom of crowds, fostering a collaborative environment for business development and innovation.