

2020 Strategic Technology & Innovation Management Programme

The Shifting Vocabulary of Hacking

Contact: Dr Paulo Savaget
Assistant Professor at Durham Business School
Researcher at Saïd Business School, Oxford
paulo.savaget@durham.ac.uk, +44 7986826038

Industrial / managerial need addressed

The vocabulary of hacking has gained traction beyond communities of computational geeks, acquiring different connotations (e.g. hackathon, growth hacking, and biohacking), and being used by companies, intergovernmental organisations, and governments. But why? How has ‘hacking’ morphed over time? What are the similarities and differences in the use of the term?

Expected deliverables

- Conference/journal article
- Practitioner article that can be distributed to STIM members
- Presentation with results of 2020 project and connecting with STIM 2019 project
- Possible workshops in-company

Engagement opportunities

Companies can benefit from the use of a ‘hacky’ approach to address systemic problems. This idea has been initially developed by my PhD and was further enhanced by the STIM 2019 project – and will be built on for this STIM 2020 project. Opportunities include a practitioner article and the possibility of workshops in-company.

Approach

- Map variations of the term ‘hack’ in articles
- Reveal meanings of these terms
- Compare the meanings with the ones of computational hackers
- Analyse what has changed, what has been kept
- Analyse the implications of these vocabulary variations for different organisations