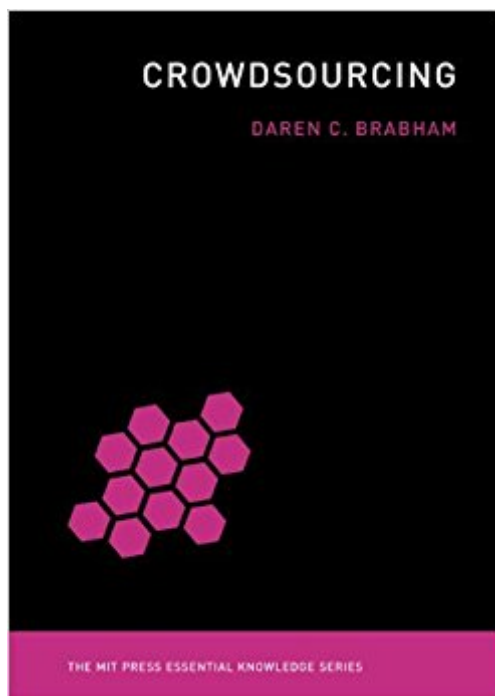


The book was found

Crowdsourcing (The MIT Press Essential Knowledge Series)



Synopsis

Ever since the term "crowdsourcing" was coined in 2006 by Wired writer Jeff Howe, group activities ranging from the creation of the Oxford English Dictionary to the choosing of new colors for M&Ms have been labeled with this most buzz-generating of media buzzwords. In this accessible but authoritative account, grounded in the empirical literature, Daren Brabham explains what crowdsourcing is, what it is not, and how it works. Crowdsourcing, Brabham tells us, is an online, distributed problem solving and production model that leverages the collective intelligence of online communities for specific purposes set forth by a crowdsourcing organization -- corporate, government, or volunteer. Uniquely, it combines a bottom-up, open, creative process with top-down organizational goals. Crowdsourcing is not open source production, which lacks the top-down component; it is not a market research survey that offers participants a short list of choices; and it is qualitatively different from predigital open innovation and collaborative production processes, which lacked the speed, reach, rich capability, and lowered barriers to entry enabled by the Internet. Brabham describes the intellectual roots of the idea of crowdsourcing in such concepts as collective intelligence, the wisdom of crowds, and distributed computing. He surveys the major issues in crowdsourcing, including crowd motivation, the misconception of the amateur participant, crowdfunding, and the danger of "crowdsplotation" of volunteer labor, citing real-world examples from Threadless, InnoCentive, and other organizations. And he considers the future of crowdsourcing in both theory and practice, describing its possible roles in journalism, governance, national security, and science and health.

Book Information

File Size: 805 KB

Print Length: 168 pages

Publisher: The MIT Press (May 10, 2013)

Publication Date: May 10, 2013

Sold by:Â Digital Services LLC

Language: English

ASIN: B00CHQRJ3G

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #560,432 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #45

inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Outsourcing
#74 inÂ Books > Business & Money > Human Resources > Outsourcing #448 inÂ Kindle Store >
Kindle eBooks > Reference > Words, Language & Grammar > Communication

Customer Reviews

Daren Brabham defines crowdsourcing as “an online, distributed problem-solving and production model that leverages the collective intelligence of online communities to serve specific organizational goal.” • He emphasizes that “the locus of control regarding the creative production of goods and ideas exists between the organization and the public, a shared process of bottom-up, open creation by the crowd and top-down management by those charged with serving an organization’s strategic interests.” • Threadless is a T-shirt company which uses crowdsourcing for product ideas. Doritos sponsors a contest where crowd members develop TV ads for the brand; the winner is aired during the Super Bowl. Peer-to-Patent was a pilot project in which the crowd reviewed patent applications to help the US Patent and Trademark Office identify “prior art.” • A benefit of crowdsourcing is that “outsiders can bring fresh insights to internal problems” | A statistical analysis of the InnoCentive serviceâ | found that the Solver community was able to solve 29 percent of the problems that the Seekersâ “all large companies with internal labs and researchersâ “posted after they were unable to solve these problems internally. Moreoverâ | Solvers on the margins of a disciplinary domainâ “outsiders to a give problemâ “s domain of specialtyâ “performed better at solving the problem.” • Another benefit of crowdsourcing is that it can reduce risk. Threadless T-shirt designs and Doritosâ “ Super Bowl ad use a “peer-vetted creative-production approachâ | Because the crowd is the eventual user of the product, media content, or space, they are empowered to select the best ideas.” • The author writes about what motivates people to participate in crowdsourcing. Managerial commitment is important.

[Download to continue reading...](#)

Crowdsourcing (The MIT Press Essential Knowledge series) The Internet of Things (The MIT Press Essential Knowledge series) Metadata (The MIT Press Essential Knowledge series) Cloud Computing: The MIT Press Essential Knowledge Series Sustainability: The MIT Press Essential Knowledge Series The Technological Singularity (The MIT Press Essential Knowledge series) Art in the Making: Artists and their Materials from the Studio to Crowdsourcing Crowdsourcing: Uber, Airbnb, Kickstarter, & the Distributed Economy How to Make the Most of Crowdsourcing by Creating

a Crowdfunding Campaign: A Step-by-Step Method for Growing Your Market Share by Creating and Implementing a Crowdfunding Campaign Crowdsourcing For Dummies The Innovator's Way: Essential Practices for Successful Innovation (MIT Press) Orthopaedic Knowledge Update: Foot and Ankle 4 (Orthopedic Knowledge Update) Integrated Theory & Knowledge Development in Nursing, 8e (Chinn, Integrated Theory and Knowledge Development in Nursing) The New Edge in Knowledge: How Knowledge Management Is Changing the Way We Do Business The Knowledge Manager's Handbook: A Step-by-Step Guide to Embedding Effective Knowledge Management in your Organization The Art of Prolog: Advanced Programming Techniques (Mit Press Series in Logic Programming) 101 Things I Learned in Architecture School (MIT Press) Toward A Minor Architecture (MIT Press) Attunement: Architectural Meaning after the Crisis of Modern Science (MIT Press) What Is Landscape? (MIT Press)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)