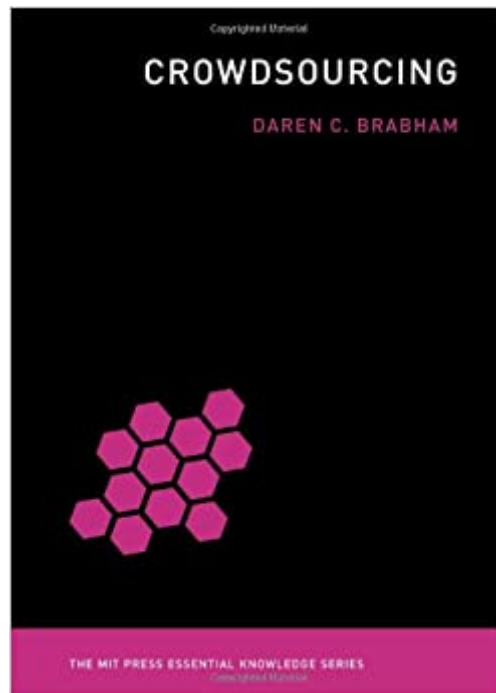**The book was found**

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 "crowdsploitation" 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

Series: The MIT Press Essential Knowledge series

Paperback: 168 pages

Publisher: The MIT Press (May 10, 2013)

Language: English

ISBN-10: 0262518473

ISBN-13: 978-0262518475

Product Dimensions: 5 x 0.5 x 7 inches

Shipping Weight: 6.4 ounces (View shipping rates and policies)

Average Customer Review: 2.9 out of 5 stars   6 customer reviews

Best Sellers Rank: #301,835 in Books (See Top 100 in Books)   #35 inÃ Â Books > Business & Money > Human Resources > Outsourcing   #476 inÃ Â Books > Computers & Technology > Web

Development & Design > Web Design   #822 inÃ Â Books > Computers & Technology > Digital Audio, Video & Photography

Customer Reviews

The term crowdsourcing, coined by Wired magazine editor Jeff Howe in 2006, has been used for everything from Wikipedia entries to choosing new colors for M&Ms. Even now that scholars have begun researching crowdsourcing, it still has varying definitions because it operates across various disciplines. Brabham eliminates the confusion with this highly accessible and authoritative book. He defines the term as Ã¢â ¬Å"online communities coming together to solve problems for a mutual benefit that could not be achieved without their collaboration.Ã¢â ¬Â• What distinguishes crowdsourcing from other similar efforts is the bottom-up creative process and top-down organizational goals. Brabham traces the growth of participatory culture, collective intelligence, and the wisdom of crowds on the Internet. He details examples of crowdsourcing, including Threadless in merchandising, InnoCentive in scientific research, and SeeClickFix for municipal services. He examines the implications of crowdsourcing for journalism, business, government, and labor as some worry that it invites exploitation and challenges amateurism and professionalism. This is an insightful resource for readers curious about trends in work and computing. --Vanessa Bush

By spending a few hours reading Crowdsourcing, one can develop a solid understanding of crowdsourcing's origin, its current status and its future applications and potential research paths, making the book well worth its price. (Genetic Programming and Evolvable Machines)For me -- as someone infinitely interested in online human and computer interaction -- Crowdsourcing is an essential addition to the body of knowledge in this field. (Angela Anima-Korang International Journal of Communication)

Although there is some very good information in this book, it is mostly covered in other books that came before it like Jeff Howe's "Crowdsourcing" (with references to that book making up nearly a third of the content of this entire volume). Also, Brabham redefines crowdsourcing in a number of ways that virtually no one else accepts. By his definition, Wikipedia - the crowning achievement of crowdsourcing efforts - is not actually crowdsourcing because it wasn't organized with hierarchical leadership. Even though I like his limiting crowdsourcing to online activities, the definition continues to go against the definition used by most people and by the person who invented the word (see Howe's work for more on that since he coined the term). If you really want to read something good

on crowdsourcing, I recommend Wikinomics.

I chose this book because of Brabham previous scientific work in crowsourcing and virtual labor markets. I found it pretty easy to follow, well structured and with original thoughts. It also provides a good start point on future research.

I expected much more content from MIT supported book. It is just too shallow. It is kind of "quick and dirty". Some interesting and good coverage.

It's not a technical point of view. Just mention different examples of crowdsorucing websites which you can find in Wikipedia. With strong advertisement for the worst quailty t-shirt internet seller called threadless.

Daren Brabham defines crowdsourcing as ÃƒÂ¢Ã â ¬Ã Å"an online, distributed problem-solving and production model that leverages the collective intelligence of online communities to serve specific organizational goal.ÃƒÂ¢Ã â ¬Ã Â• He emphasizes that ÃƒÂ¢Ã â ¬Ã Å"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 organizationÃƒÂ¢Ã â ¬Ã â„¢s strategic interests.ÃƒÂ¢Ã â ¬Ã Â•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 ÃƒÂ¢Ã â ¬Ã Å"prior art.ÃƒÂ¢Ã â ¬Ã Â•A benefit of crowdsourcing is that ÃƒÂ¢Ã â ¬Ã Å"outsiders can bring fresh insights to internal problemsÃƒÂ¢Ã â ¬Ã Â| A statistical analysis of the InnoCentive serviceÃƒÂ¢Ã â ¬Ã Â| found that the Solver community was able to solve 29 percent of the problems that the SeekersÃƒÂ¢Ã â ¬Ã â •all large companies with internal labs and researchersÃƒÂ¢Ã â ¬Ã â •posted after they were unable to solve these problems internally. MoreoverÃƒÂ¢Ã â ¬Ã Â| Solvers on the margins of a disciplinary domainÃƒÂ¢Ã â ¬Ã â •outsiders to a give problemÃƒÂ¢Ã â ¬Ã â„¢s domain of specialtyÃƒÂ¢Ã â ¬Ã â •performed better at solving the problem.ÃƒÂ¢Ã â ¬Ã Â•Another benefit of crowdsourcing is that it can reduce risk. Threadless T-shirt designs and DoritosÃƒÂ¢Ã â ¬Ã â„¢ Super Bowl ad use a ÃƒÂ¢Ã â ¬Ã Å"peer-vetted creative-production approachÃƒÂ¢Ã â ¬Ã Â| Because the crowd is the eventual user of the

product, media content, or space, they are empowered to select the best ideas.ÃƒÂ¢Ã â ¬Ã Â•The author writes about what motivates people to participate in crowdsourcing. Managerial commitment is important. In other words, the community members must feel confident their efforts are taken seriously by the organization. Additionally, Brabham writes about intrinsic motivators (e.g. enjoyment) and extrinsic motivators (e.g. financial rewards). The findings seem to vary depending on the community. ÃƒÂ¢Ã â ¬Ã Å"A study on Mechanical TurkÃƒÂ¢Ã â ¬Ã Â| found that intrinsic motivators generate a higher quality of work from crowds than extrinsic motivators didÃƒÂ¢Ã â ¬Ã Â| many of the most active Turkers average only $2 per hour.ÃƒÂ¢Ã â ¬Ã Â• Conversely, ÃƒÂ¢Ã â ¬Ã Å"at iStockphoto.com, a stock photography and illustration outsourcing company, I found that the opportunity to earn money and the opportunity to develop oneÃƒÂ¢Ã â ¬Ã â„¢s creative skills trumped the desire to network with friends and other creative people and outranked other altruistic motivations.ÃƒÂ¢Ã â ¬Ã Â•BrabhamÃƒÂ¢Ã â ¬Ã â„¢s definition of crowdsourcing excludes endeavors where the ÃƒÂ¢Ã â ¬Ã Å"locus of controlÃƒÂ¢Ã â ¬Ã Â• lies within either the community or the organization, rather than in between. ÃƒÂ¢Ã â ¬Ã Å"In Wikipedia or open-source software projects, the crowd is self-governing and provides its own strategic goals, and the organization is merely incidental to the work of the crowd.ÃƒÂ¢Ã â ¬Ã Â• In a campaign where consumers are invited to vote for the next flavor, control resides with the marketer and ÃƒÂ¢Ã â ¬Ã Å"the crowd becomes a mere pawn in the organizationÃƒÂ¢Ã â ¬Ã â„¢s overall goals.ÃƒÂ¢Ã â ¬Ã Â• Crowdfunding also does not fit the definition.In the last chapter Brabham speculates on future trends in crowdsourcing.

This is a good, compact, inexpensive book on a significant and dynamic subject. I read it in the context of a mini-crowdsourcing discussion of whether we need an eBook review medium for new academic books. I'm thinking that such a review medium already exists on this site, though I'm not sure it meets Brabham's rather restricted definition of crowdsourcing, which oddly excludes Wikipedia, for example. I purchased my eBook copy through my Kobo account with University Press Books/Berkeley for $9.89. Our bookstore earns $.98 on my purchase, which is helpful to an at-risk bookstore. I could have bought the Kindle version for $6.82, or directly from MIT Press for $8.95.

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