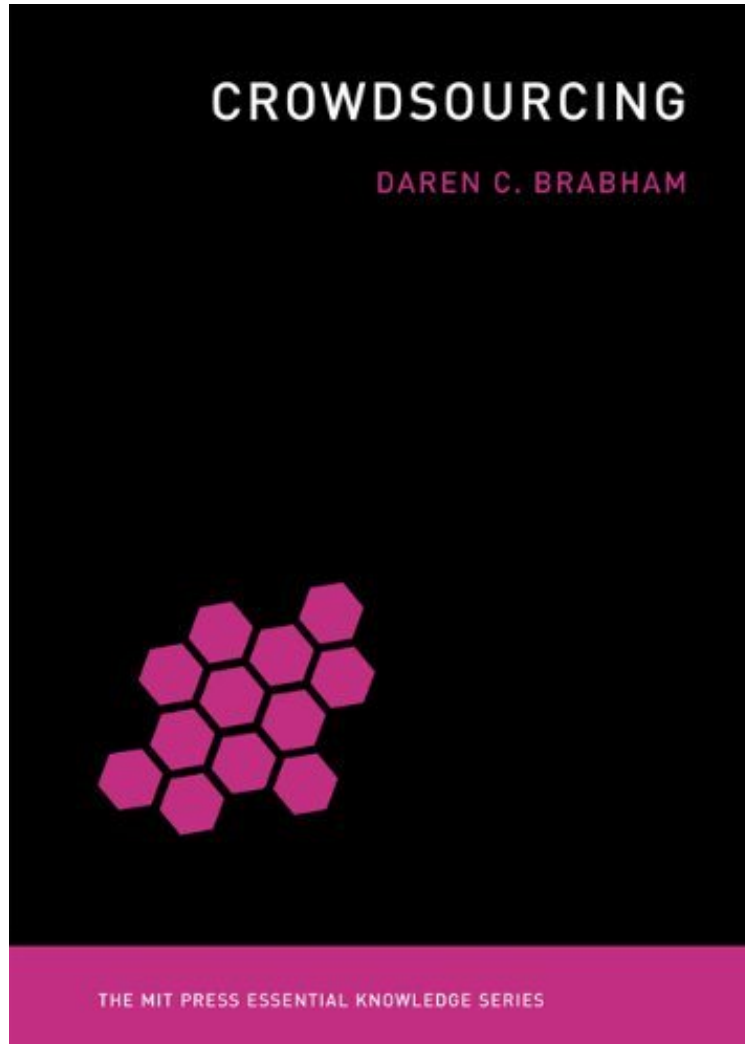


[Library ebook] Crowdsourcing (The MIT Press Essential Knowledge series)

Crowdsourcing (The MIT Press Essential Knowledge series)

Daren C. Brabham

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Daren C. Brabham : Crowdsourcing (The MIT Press Essential Knowledge series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crowdsourcing (The MIT Press Essential Knowledge series):

3 of 5 people found the following review helpful. Contradicts other authorities on the subject and mostly rehashes other people's works. By My wife won't let me pick a name. 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. 1 of 2 people found the following review helpful. Great introductory book By Irving Terron I chose this book because of Brabham previous scientific work in crowdsourcing 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. 1 of 2 people found the following review helpful. Not much content in the book By heavy user 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.

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 MMs 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.

From Booklist 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 MMs. 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 "online communities coming together to solve problems for a mutual benefit that could not be achieved without their collaboration." 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) About the Author Daren C. Brabham is Assistant Professor in the Annenberg School for Communication and Journalism at the University of Southern California.