CROWDSOURCING

DAREN C. BRABHAM

THE MIT PRESS ESSENTIAL KNOWLEDGE SERIES

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Crowdsourcing-Daren C. Brabham 2013 Explains what the online phenomenon of crowdsourcing is, what it is not and how it works. Original.

Advances in Crowdsourcing-Fernando J. Garrigos-Simon 2015-05-08 This book attempts to link some of the recent advances in crowdsourcing with advances in innovation and management. It contributes to the literature in several ways. First, it provides a global definition, insights and examples of this managerial perspective resulting in a theoretical framework. Second, it explores the relationship between crowdsourcing and technological innovation, the development of social networks and new behaviors of Internet users. Third, it explores different crowdsourcing applications in various sectors such as medicine, tourism, information and communication technology (ICT), and marketing. Fourth, it observes the ways in which crowdsourcing can improve production, finance, management and overall managerial performance. Crowdsourcing, also known as "massive outsourcing" or "voluntary outsourcing", is the act of taking a job or a specific task usually performed by an employee of a company or contractors, and outsourcing it to a large group of people or a community (crowd or mass) via the Internet, through an open call. The term was coined by Jeff Howe in a 2006 issue of Wired magazine. It is being developed in different sciences (i.e., medicine, engineering, ICT, management) and is used in the most successful companies of the modern era (i.e., Apple, Facebook, Inditex, Starbucks). The developments in crowdsourcing has theoretical and practical implications, which will be explored in this book. Including contributions from international academics, scholars and professionals within the field, this book provides a global, multidimensional perspective on crowdsourcing.

Lifelong Kindergarten-Mitchel Resnick 2018-08-10 In Kindergarten, children spend more time with math worksheets than building blocks and finger paint. Kindergarten is becoming more like school. School (even the rest of life) should be more like kindergarten. To thrive in today's fast-changing world, people of all ages must learn to think and act creatively. The author discusses new technologies and strategies for engaging young people in creative learning experiences. He tells stories of how children are programming their own games, stories, and inventions, and collaborating through remixing, crowdsourcing, and large-scale group projects.

Intellectual Property Strategy-John G. Palfrey 2012 How a flexible and creative approach to intellectual property can help an organization accomplish goals ranging from building market share to expanding an industry. Most managers leave intellectual property issues to the legal department, unaware that an organization's intellectual property can help accomplish a range of management goals, from accessing new markets to improving existing products to generating new revenue streams. In this book, intellectual property expert and Harvard Law School professor John Palfrey offers a short briefing on intellectual property strategy for corporate managers and nonprofit administrators. Palfrey argues for strategies that go beyond the traditional highly restrictive "sword and shield" approach, suggesting that flexibility and creativity are essential to a profitable long-term intellectual property strategy--especially in an era of changing attitudes about media. Intellectual property, writes Palfrey, should be considered a key strategic asset class. Almost every organization has an intellectual property portfolio of some value and therefore the need for an intellectual property strategy. A brand, for example, is an important form of intellectual property, as is any information managed and produced by an organization. Palfrey identifies the essential areas of intellectual property--patent, copyright, trademark, and trade secret--and describes strategic approaches to each in a variety of organizational contexts, based on four basic steps. The most innovative organizations employ multiple intellectual property approaches, depending on the situation, asking hard, context-specific questions. By doing so, they achieve both short- and long-term benefits while positioning themselves for success in the global information economy.

Advanced Methodologies and Technologies in Business Operations and Management-Khosrow-Pour, D.B.A., Mehdi 2018-09-14 Businesses consistently work on new projects, products, and workflows to remain competitive and successful in the modern business environment. To remain zealous, businesses must employ the most effective methods and tools in human resources, project management, and overall business plan execution as competitors work to succeed as well. Advanced Methodologies and Technologies in Business Operations and Management provides emerging research on business tools such as employee engagement, payout policies, and financial investing to promote operational success. While highlighting the challenges facing modern organizations, readers will learn how corporate social responsibility and utilizing artificial intelligence improve a company's culture and management. This book is an ideal resource for executives and managers, researchers, accountants, and financial investors seeking current research on business operations and management.

NEW COMPANION TO DIGITAL HUMANITIES-SUSAN SCHREIBMAN 2015-11-20

The Social Fact-John P. Wihbey 2019-04-16 How the structure of news, information, and knowledge is evolving and how news media can foster social connection. While the public believes that journalism remains crucial for democracy, there is a general sense that the news media are performing this role poorly. In The Social Fact, John Wihbey makes the case that journalism can better serve democracy by focusing on ways of fostering social connection. Wihbey explores how the structure of news, information, and knowledge and their flow through society are changing, and he considers ways in which news media can demonstrate the highest possible societal value in the context of these changes. Wihbey examines network science as well as the interplay between information and communications technologies (ICTs) and the structure of knowledge in society. He discusses the underlying patterns that characterize our increasingly networked world of information—with its viral phenomena and whiplash-inducing trends, its extremes and surprises. How can the traditional media world be reconciled with the world of social, peer-to-peer platforms, crowdsourcing, and user-generated content? Wihbey outlines a synthesis for news producers and advocates innovation in approach, form, and purpose. The Social Fact provides a valuable framework for doing audience-engaged media work of many kinds in our networked, hybrid media environment. It will be of interest to all those concerned about the future of news and public affairs.

The Internet of Things-Samuel Greengard 2015-03-20 A guided tour through the Internet of Things, a networked world of connected devices, objects, and people that is changing the way we live and work. We turn on the lights in our house from a desk in an office miles away. Our refrigerator alerts us to buy milk on the way home. A package of cookies on the supermarket shelf suggests that we buy it, based on past purchases. The cookies themselves are on the shelf because of a "smart" supply chain. When we get home, the thermostat has already adjusted the temperature so that it's toasty or bracing, whichever we prefer. This is the Internet of Things—a networked world of connected devices, objects, and people. In this book, Samuel Greengard offers a guided tour through this emerging world and how it will change the way we live and work. Greengard explains that the Internet of Things (IoT) is still in its early stages. Smart phones, cloud computing, RFID (radio-frequency identification) technology, sensors, and miniaturization are converging to make possible a new generation of embedded and immersive technology. Greengard traces the origins of the IoT from the early days of personal computers and the Internet and examines how it creates the conceptual and practical framework for a connected world. He explores the industrial Internet and machine-to-machine communication, the basis for smart manufacturing and end-to-end supply chain visibility; the growing array of smart consumer devices and services—from Fitbit fitness wristbands to mobile apps for banking; the practical and technical challenges of building the IoT; and the risks of a connected world, including a widening digital divide and threats to privacy and security. Finally, he considers the long-term impact of the IoT on society, narrating an eye-opening "Day in the Life" of IoT connections circa 2025.

Metadata-Jeffrey Pomerantz 2015-11-06 Introduction -- Definitions -- Descriptive metadata -- Administrative metadata -- Use metadata -- Enabling technologies for metadata -- The Semantic Web -- The future of metadata

Robots-John M. Jordan 2016-10-14 History/background/etc. -- Robots in culture -- State of the macro field (AI/general robotics) -- Warfare -- Autonomous vehicles -- Robots and economics -- How humans and robots coexist -- Future directions

Crowdsourced Health-Elad Yom-Tov 2016-03-18 How data from our health-related Internet searches can lead to discoveries about diseases and symptoms and help patients deal with diagnoses.

Open Access-Peter Suber 2012 What is open access? -- Motivation -- Varieties -- Policies -- Scope -- Copyright -- Economics -- Casualties -- Future -- Self-help.

Sustainability-Kent E. Portney 2015-10-09 A concise and accessible examination of sustainability in a range of contemporary contexts, from economic development to government policy. The word "sustainability" has been connected to everything from a certain kind of economic development to corporate promises about improved supply sourcing. But despite the apparent ubiquity of the term, the concept of sustainability has come to mean a number of specific things. In this accessible guide to the meanings of sustainability, Kent Portney describes the evolution of the idea and examines its application in a variety of contemporary contexts—from economic growth and consumption to government policy and urban planning. Portney takes as his starting point the 1987 definition by the World Commission on Environment and Development of sustainability as economic development activity that "meets the needs of the present without compromising the ability of future generations to meet their own needs." At its heart, Portney explains, sustainability focuses on the use and depletion of natural resources. It is not the same as environmental protection or natural resource conservation; it is more about finding some sort of steady state so that the earth can support both human population and economic growth. Portney looks at political opposition to the promotion of sustainability, which usually questions the need for sustainability or calls its costs unacceptable; collective and individual consumption of material goods and resources and to what extent they must be curtailed to achieve sustainability; the role of the private sector, and the co-opting of sustainability by corporations; government policy on sustainability at the international, national, and subnational levels; and how cities could become models for sustainability action.

Digital Research Confidential-Eszter Hargittai 2015-12-04 Behind-the-scenes stories of how Internet research projects actually get done.

Data Action-Sarah Williams 2020-12-08 How to use data as a tool for empowerment rather than oppression. Big data can be used for good--from tracking disease to exposing human rights violations--and for bad--implementing surveillance and control. Data inevitably represents the ideologies of those who control its use; data analytics and algorithms too often exclude women, the poor, and ethnic groups. In Data Action, Sarah Williams provides a guide for working with data in more ethical and responsible ways. Too often data has been used--and manipulated--to make policy decisions without much stakeholder input. Williams outlines a method that emphasizes collaboration among data scientists, policy experts, data designers, and the public. This approach creates trust and co-ownership in the data by opening the process to those who know the issues best.

Engineering Rules-JoAnne Yates 2021-03-30 Engineering Rules is a riveting global history of the people, processes, and organizations that created and maintain this nearly invisible infrastructure of today's economy, which is just as important as the state or the global market.

Information and the Modern Corporation-James W. Cortada 2011-10-07 A guide to information as the transformative tool of modern business. While we have been preoccupied with the latest i-gadget from Apple and with Google's ongoing expansion, we may have missed something: the fundamental transformation of whole firms and industries into giant information-processing machines. Today, more than eighty percent of workers collect and analyze information (often in digital form) in the course of doing their jobs. This book offers a guide to the role of information in modern business, mapping the use of information within work processes and tracing flows of information across supply-chain management, product development, customer relations, and sales. The emphasis is on information itself, not on information technology. Information, overshadowed for a while by the glamour and novelty of IT, is the fundamental component of the modern corporation. In Information and the Modern Corporation, longtime IBM manager and consultant James Cortada clarifies the differences among data, facts, information, and knowledge and describes how the art of analytics has all but eliminated decision making based on gut feeling, replacing it with fact-based decisions. He describes the working style of "road warriors," whose offices are anywhere their laptops and cell phones are and whose deep knowledge of a given topic becomes their medium of exchange. Information is the core of the modern enterprise, and the use of information defines the activities of a firm. This essential guide shows managers and employees better ways to leverage information—by design and not by accident.

Data Feminism-Catherine D'Ignazio 2020-03-10 A new way of thinking about data science and data ethics that is informed by the ideas of intersectional feminism. Today, data science is a form of power. It has been used to expose injustice, improve health outcomes, and topple governments. But it has also been used to discriminate, police, and surveil. This potential for good, on the one hand, and harm, on the other, makes it essential to ask: Data science by whom? Data science for whom? Data science with whose interests in mind? The narratives around big data and data science are overwhelmingly white, male, and techno-heroic. In Data Feminism, Catherine D'Ignazio and Lauren Klein present a new way of thinking about data science and data ethics—one that is informed by intersectional feminist thought. Illustrating data feminism in action, D'Ignazio and Klein show how challenges to the male/female binary can help challenge other hierarchical (and empirically wrong) classification systems. They explain how, for example, an understanding of emotion can expand our ideas about effective data visualization, and how the concept of invisible labor can expose the significant human efforts required by our automated systems. And they show why the data never, ever "speak for themselves." Data Feminism offers strategies for data scientists seeking to learn how feminism can help them work toward justice, and for feminists who want to focus their efforts on the growing field of data science. But Data Feminism is about much more than gender. It is about power, about who has it and who doesn't, and about how those differentials of power can be challenged and changed.

Cloud Computing-Nayan B. Ruparelia 2016-05-06 Why cloud computing represents a paradigm shift for business, and how business users can best take advantage of cloud services. Most of the information available on cloud computing is either highly technical, with details that are irrelevant to non-technologists, or pure marketing hype, in which the cloud is simply a selling point. This book, however, explains the cloud from the user's viewpoint—the business user's in particular. Ruparelia explains what the cloud is, when to use it (and when not to), how to select a cloud service, how to integrate it with other technologies, and what the best practices are for using cloud computing. Cutting through the hype, Ruparelia cites the simple and basic definition of cloud computing from the National Institute of Science and Technology: a model enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources. Thus with cloud computing, businesses can harness information technology resources usually available only to large enterprises. And this, Ruparelia demonstrates, represents a paradigm shift for business. It will ease funding for startups, alter business plans, and allow big businesses greater agility. Ruparelia discusses the key issues for any organization considering cloud computing: service level agreements, business service delivery and consumption, finance, legal jurisdiction, security, and social responsibility. He introduces novel concepts made possible by cloud computing: cloud cells, or specialist clouds for specific uses; the personal cloud; the cloud of things; and cloud service exchanges. He examines use case patterns in terms of infrastructure and platform, software information, and business process; and he explains how to transition to a cloud service. Current and future users will find this book an indispensable guide to the cloud.

The Future-Nick Montfort 2017-12-08 How the future has been imagined and made, through the work of writers, artists, inventors, and designers. The future is like an unwritten book. It is not something we see in a crystal ball, or can only hope to predict, like the weather. In this volume of the MIT Press's Essential Knowledge series, Nick Montfort argues that the future is something to be made, not predicted. Montfort offers what he considers essential knowledge about the future, as seen in the work of writers, artists, inventors, and designers (mainly in Western culture) who developed and described the core components of the futures they envisioned. Montfort's approach is not that of futurology or scenario planning; instead, he reports on the work of making the future—the thinkers who devoted themselves to writing pages in the unwritten book. Toussaint-L'Ouverture, Alan Kay, and Ted Nelson didn't predict the future of computing, for instance. They were three of the people who made it. Montfort focuses on how the development of technologies—with an emphasis on digital technologies—has been bound up with ideas about the future. Readers learn about kitchens of the future and the vision behind them; literary utopias, from Plato's Republic to Edward Bellamy's Looking Backward and Charlotte Perkins Gilman's Herland; the Futurama exhibit at the 1939 New York World's Fair; and what led up to Tim Berners-Lee's invention of the World Wide Web. Montfort describes the notebook computer as a human-centered alterative to the idea of the computer as a room-sized "giant brain"; speculative practice in design and science fiction; and, throughout, the best ways to imagine and build the future.

Crowdsourced Data Management-Adam Marcus 2015-11-18 Crowdsourced Data Management: Industry and Academic Perspectives aims to narrow the gap between academics and practitioners in this burgeoning field. It simultaneously introduces academics to real problems that practitioners encounter every day, and provides a survey of the state of the art for practitioners to incorporate into their designs.

What To Expect When You're Expecting Robots-Laura Major 2020-10-13 The next generation of robots will be truly social, but can we make sure that they play well in the sandbox? Most robots are just tools: They do limited sets of tasks subject to constant human control. But a new type of robot is coming. These machines will operate on their own in busy, unpredictable public spaces. They'll ferry deliveries, manage emergency rooms, even grocery shop. Such systems could be truly collaborative, accomplishing tasks we don't do well without our having to stop and direct them. This makes them social entities, so, as robot designers Laura Major and Julie Shah argue, whether they make our lives better or worse is a matter of whether they know how to behave. What to Expect When You're Expecting Robots offers a vision for how robots can survive in the real world and how they will change our relationship to technology. From teaching them manners, to robot-proofing public spaces, to planning for their mistakes, this book answers every question you didn't know you needed to ask about the robots on the way.

The Technological Singularity-Murray Shanahan 2015-08-07 The idea of technological singularity, and what it would mean if ordinary human intelligence were enhanced or overtaken by artificial intelligence. The idea that human history is approaching a "singularity"—that ordinary humans will someday be overtaken by artificially intelligent machines or cognitively enhanced biological intelligence, or both—has moved from the realm of science fiction to serious debate. Some singularity theorists predict that if the field of artificial intelligence (AI) continues to develop at its current dizzying rate, the singularity could come about in the middle of the present century. Murray Shanahan offers an introduction to the idea of the singularity and considers the ramifications of such a potentially seismic event. Shanahan's aim is not to make predictions but rather to investigate a range of scenarios. Whether we believe that singularity is near or far, likely or impossible, apocalypse or utopia, the very idea raises crucial philosophical and pragmatic questions, forcing us to think seriously about what we want as a species. Shanahan describes technological advances in AI, both biologically inspired and engineered from scratch. Once human-level AI—theoretically possible, but difficult to accomplish—has been achieved, he explains, the transition to superintelligent AI could be very rapid. Shanahan considers what the existence of superintelligent machines could mean for such matters as personhood, responsibility, rights, and identity. Some superhuman AI agents might be created to benefit humankind; some might go rogue. (Is Siri the template, or HAL?) The singularity presents both an existential threat to humanity and an existential opportunity for humanity to transcend its limitations. Shanahan makes it clear that we need to imagine both possibilities if we want to bring about the better outcome.

The Importance of Small Decisions-Michael J. O'Brien 2019-03-12 How people make decisions in an era of too much information and fake news. Humans originally evolved in a world of few choices. Prehistoric, preindustrial, and predigital eras required fewer decisions than today's all-access, always-on world of too much information. Economists have largely discarded the idea that agents act rationally and the market follows suit. It seems that no matter how small or innocuous a decision might seem, there's almost no way to guess the effect it might have. The authors of The Importance of Small Decisions view decisions and their outcomes from a different perspective: as key elements in the evolution of culture. In this trailblazing book, they examine different kinds of decisions and map the outcomes, both short- and long-term. Drawing on this, they introduce a map of social behavior that captures the essential elements of human decision-making. The authors look at the New England Patriots' decision in 2000 to draft an underachieving college quarterback named Tom Brady; they consider Warren Buffett's investment strategy; and they chart the "dancing landscape" of a college applicant's decision-making environment. Finally, they show that decisions can be ranked according to transparency of choice and social influence. When fake news seems indistinguishable from real news and when the internet offers a cacophony of voices, they warn, we can't afford to crowdsource our decisions.

The Age of Living Machines: How Biology Will Build the Next Technology Revolution-Susan Hockfield 2019-05-07 From the former president of MIT, the story of the next technology revolution, and how it will change our lives. A century ago, discoveries in physics came together with engineering to produce an array of astonishing new technologies: radios, telephones, televisions, aircraft, radar, nuclear power, computers, the Internet, and a host of still-evolving digital tools. These technologies so radically reshaped our world that we can no longer conceive of life without them. Today, the world's population is projected to rise to well over 9.5 billion by 2050, and we are currently faced with the consequences of producing the energy that fuels, heats, and cools us. With temperatures and sea levels rising, and large portions of the globe plagued with drought, famine, and drug-resistant diseases, we need new technologies to tackle these problems. But we are on the cusp of a new convergence, argues world-renowned neuroscientist Susan Hockfield, with discoveries in biology coming together with engineering to produce another array of almost inconceivable technologies—next-generation products that have the potential to be every bit as paradigm shifting as the twentieth century's digital wonders. The Age of Living Machines describes some of the most exciting new developments and the scientists and engineers who helped create them. Virus-built batteries. Protein-based water filters. Cancer-detecting nanoparticles. Mind-reading bionic limbs. Computer-engineered crops. Together they highlight the promise of the technology revolution of the twenty-first century to overcome some of the greatest humanitarian, medical, and environmental challenges of our time.

The Wisdom of Crowds-James Surowiecki 2005-08-16 In this fascinating book, New Yorker business columnist James Surowiecki explores a deceptively simple idea: Large groups of people are smarter than an elite few, no matter how brilliant—better at solving problems, fostering innovation, coming to wise decisions, even predicting the future. With boundless erudition and in delightfully clear prose, Surowiecki ranges across fields as diverse as popular culture, psychology, ant biology, behavioral economics, artificial intelligence, military history, and politics to show how this simple idea offers important lessons for how we live our lives, select our leaders, run our companies, and think about our world.

Why Nations Fail-Daron Acemoğlu 2012 An award-winning professor of economics at MIT and a Harvard University political scientist and economist evaluate the reasons that some nations are poor while others succeed, outlining provocative perspectives that support theories about the importance of institutions.

Machine Translation-Thierry Poibeau 2017-09-15 The trouble with translation -- A quick overview of the evolution of machine translation -- Before the advent of computers -- The beginnings of machine translation : the first rule-based systems -- The ALPAC report (1966) and its consequences -- Parallel corpora and sentence alignment -- Example-based machine translation -- Statistical machine translation and word alignment -- Segment-based machine translation -- Challenges and limitations of statistical machine translation -- Deep learning machine translation -- The evaluation of machine translation systems -- The machine translation industry, between professional and mass-market applications -- Conclusion : the future of machine translation

The Conscious Mind-Zoltan Torey 2014-08-08 An account of the emergence of the mind: how the brain acquired self-awareness, functional autonomy, the ability to think, and the power of speech. How did the human mind emerge from the collection of neurons that makes up the brain? How did the brain acquire self-awareness, functional autonomy, language, and the ability to think, to understand itself and the world? In this volume in the Essential Knowledge series, Zoltan Torey offers an accessible and concise description of the evolutionary breakthrough that created the human mind. Drawing on insights from evolutionary biology, neuroscience, and linguistics, Torey reconstructs the sequence of events by which Homo erectus became Homo sapiens. He describes the augmented functioning that underpins the emergent mind—a new ("off-line") internal response system with which the brain accesses itself and then forms a selection mechanism for mentally generated behavior options. This functional breakthrough, Torey argues, explains how the animal brain's "awareness" became self-accessible and reflective—that is, how the human brain acquired a conscious mind. Consciousness, unlike animal awareness, is not a unitary phenomenon but a composite process. Torey's account shows how protolanguage evolved into language, how a brain subsystem for the emergent mind was built, and why these developments are opaque to introspection. We experience the brain's functional autonomy, he argues, as free will. Torey proposes that once life began, consciousness had to emerge—because consciousness is the informational source of the brain's behavioral response. Consciousness, he argues, is not a newly acquired "quality," "cosmic principle," "circuitry arrangement," or "epiphenomenon," as others have argued, but an indispensable working component of the living system's manner of functioning.

Natural Language Processing for Historical Texts-Michael Piotrowski 2012-09-01 More and more historical texts are becoming available in digital form. Digitization of paper documents is motivated by the aim of preserving cultural heritage and making it more accessible, both to laypeople and scholars. As digital images cannot be searched for text, digitization projects increasingly strive to create digital text, which can be searched and otherwise automatically processed, in addition to facsimiles. Indeed, the emerging field of digital humanities heavily relies on the availability of digital text for its studies. Together with the increasing availability of historical texts in digital form, there is a growing interest in applying natural language processing (NLP) methods and tools to historical texts. However, the specific linguistic properties of historical texts -- the lack of standardized orthography, in particular -- pose special challenges for NLP. This book aims to give an introduction to NLP for historical texts and an overview of the state of the art in this field. The book starts with an overview of methods for the acquisition of historical texts (scanning and OCR), discusses text encoding and annotation schemes, and presents examples of corpora of historical texts in a variety of languages. The book then discusses specific methods, such as creating part-of-speech taggers for historical languages or handling spelling variation. A final chapter analyzes the relationship between NLP and the digital humanities. Certain recently emerging textual genres, such as SMS, social media, and chat messages, or newsgroup and forum postings share a number of properties with historical texts, for example, nonstandard orthography and grammar, and profuse use of abbreviations. The methods and techniques required for the effective processing of historical texts are thus also of interest for research in other domains. Table of Contents: Introduction / NLP and Digital Humanities / Spelling in Historical Texts / Acquiring Historical Texts / Text Encoding and Annotation Schemes / Handling Spelling Variation / NLP Tools for Historical Languages / Historical Corpora / Conclusion / Bibliography

Questions Are the Answer-Hal Gregersen 2018-11-13 What if you could unlock a better answer to your most vexing problem—in your workplace, community, or home life—just by changing the question? Talk to creative problem-solvers and they will often tell you, the key to their success is asking a different question. Take Debbie Sterling, the social entrepreneur who created GoldieBlox. The idea came when a friend complained about too few women in engineering and Sterling wondered aloud: "why are all the great building toys made for boys?" Or consider Nobel laureate Richard Thaler, who asked: "would it change economic theory if we stopped pretending people were rational?" Or listen to Jeff Bezos whose relentless approach to problem solving has fueled Amazon's exponential growth: "Getting the right question is key to getting the right answer." Great questions like these have a catalytic quality—that is, they dissolve barriers to creative thinking and channel the pursuit of solutions into new, accelerated pathways. Often, the moment they are voiced, they have the paradoxical effect of being utterly surprising yet instantly obvious. For innovation and leadership guru Hal Gregersen, the power of questions has always been clear—but it took some years for the follow-on question to hit him: If so much depends on fresh questions, shouldn't we know more about how to arrive at them? That sent him on a research quest ultimately including over two hundred interviews with creative thinkers. Questions Are the Answer delivers the insights Gregersen gained about the conditions that give rise to catalytic questions—and breakthrough insights—and how anyone can create them.

Free Innovation-Eric von Hippel 2016-11-18 A leading innovation scholar explains the growing phenomenon and impact of free innovation, in which innovations developed by consumers and given away "for free."

Overcrowded-Roberto Verganti 2017-01-27 A more powerful innovation, which seeks to discover not how things work but why we need things. The standard text on innovation advises would-be innovators to conduct creative brainstorming sessions and seek input from outsiders—users or communities. This kind of innovating can be effective at improving products but not at capturing bigger opportunities in the marketplace. In this book Roberto Verganti offers a new approach—one that does not set out to solve existing problems but to find breakthrough meaningful experiences. There is no brainstorming—which produces too many ideas, unfiltered—but a vision, subject to criticism. It does not come from outsiders but from one person's unique interpretation. The alternate path to innovation mapped by Verganti aims to discover not how things work but why we need things. It gives customers something more meaningful—something they can love. Verganti describes the work of companies, including Nest Labs, Apple, Yankee Candle, and Philips Healthcare, that have created successful businesses by doing just this. Nest Labs, for example, didn't create a more advanced programmable thermostat, because people don't love to program their home appliances. Nest's thermostat learns the habits of the household and bases its temperature settings accordingly. Verganti discusses principles and practices, methods and implementation. The process begins with a vision and proceeds through developmental criticism, first from a sparring partner and then from a circle of radical thinkers, then from external experts and interpreters, and only then from users. Innovation driven by meaning is the way to create value in our current world, where ideas are abundant but novel visions are rare. If something is meaningful for both the people who create it and the people who consume it, business value follows.

The Hype Machine-Sinan Aral 2020-09-15 A landmark insider's tour of how social media affects our decision-making and shapes our world in ways both useful and dangerous, with critical insights into the social media trends of the 2020 election and beyond "In September, Sinan Aral published The Hype Machine. Five months later, the book might be described as prophetic: This month alone at least two of Aral's three predictions have come to fruition."—New York NAMED ONE OF THE BEST BOOKS OF THE YEAR BY WIRED • LONGLISTED FOR THE PORCHLIGHT BUSINESS BOOK AWARD MIT professor Sinan Aral isn't only one of the world's leading experts on social media—he's also an entrepreneur and investor, giving him an unparalleled 360-degree view of the technology's great promise as well as its outsize capacity to damage our politics, our economy, and even our personal health. Drawing on two decades of his own research and business experience, Aral goes under the hood of the biggest, most powerful social networks to tackle the critical question of just how much social media actually shapes our choices, for better or worse. Aral shows how the tech behind social media offers the same set of behavior-influencing levers to both Russian hackers and brand marketers—to everyone who hopes to change the way we think and act—which is why its consequences affect everything from elections to business, dating to health. Along the way, he covers a wide array of topics, including how network effects fuel Twitter's and Facebook's massive growth to the neuroscience of how social media affects our brains, the real consequences of fake news, the power of social ratings, and the impact of social media on our kids. In mapping out strategies for being more thoughtful consumers of social media, The Hype Machine offers the definitive guide to understanding and harnessing for good the technology that has redefined our world overnight.

Whiplash-Joi Ito 2016-12-06 This "brilliant and provocative" (Walter Isaacson) guide shares nine principles to adapt and survive the technological changes shaping our future from the director of the MIT Media Lab and a veteran Wired journalist. The world is more complex and volatile today than at any other time in our history. The tools of our modern existence are getting faster, cheaper, and smaller at an exponential rate, transforming every aspect of society, from business and finance to the public sphere to our most private moments. The people who succeed will be the ones who learn to think differently. In WHIPLASH, Joi Ito and Jeff Howe distill that

logic into nine organizing principles for navigating and surviving this tumultuous period: Emergence over Authority Pull over Push Compasses over Maps Risk over Safety Disobedience over Compliance Practice over Theory Diversity over Ability Resilience over Strength Systems over Objects Filled with incredible case studies and cutting-edge research and philosophies from the MIT Media Lab and beyond, WHIPLASH will help you adapt and succeed in this unpredictable world.

Digital Humanitarians-Patrick Meier 2015-01-06 The overflow of information generated during disasters can be as paralyzing to humanitarian response as the lack of information. This flash flood of information'social media, satellite imagery and more is often referred to as Big Data. Making sense of this data deluge during disasters is proving an impossible challenge for traditional humanitarian

Reclaiming Conversation-Sherry Turkle 2015 An engaging look at how technology is undermining our creativity and relationships and how face-to-face conversation can help us get it back.

Data Science-John D. Kelleher 2018-04-13 A concise introduction to the emerging field of data science, explaining its evolution, relation to machine learning, current uses, data infrastructure issues, and ethical challenges. The goal of data science is to improve decision making through the analysis of data. Today data science determines the ads we see online, the books and movies that are recommended to us online, which emails are filtered into our spam folders, and even how much we pay for health insurance. This volume in the MIT Press Essential Knowledge series offers a concise introduction to the emerging field of data science, explaining its evolution, current uses, data infrastructure issues, and ethical challenges. It has never been easier for organizations to gather, store, and process data. Use of data science is driven by the rise of big data and social media, the development of high-performance computing, and the emergence of such powerful methods for data analysis and modeling as deep learning. Data science encompasses a set of principles, problem definitions, algorithms, and processes for extracting non-obvious and useful patterns from large datasets. It is closely related to the fields of data mining and machine learning, but broader in scope. This book offers a brief history of the field, introduces fundamental data concepts, and describes the stages in a data science project. It considers data infrastructure and the challenges posed by integrating data from multiple sources, introduces the basics of machine learning, and discusses how to link machine learning expertise with real-world problems. The book also reviews ethical and legal issues, developments in data regulation, and computational approaches to preserving privacy. Finally, it considers the future impact of data science and offers principles for success in data science projects.

In the Manner of the Franks-Eric J. Goldberg 2020-10-16 Eric J. Goldberg traces the long history of early medieval hunting from the late Roman Empire to the death of the last Carolingian king, Louis V, in a hunting accident in 987. He focuses chiefly on elite men and the changing role that hunting played in articulating kingship, status, and manhood in the post-Roman world. While hunting was central to elite lifestyles throughout these centuries, the Carolingians significantly altered this aristocratic activity in the later eighth and ninth centuries by making it a key symbol of Frankish kingship and political identity. This new connection emerged under Charlemagne, reached its high point under his son and heir Louis the Pious, and continued under Louis's immediate successors. Indeed, the emphasis on hunting as a badge of royal power and Frankishness would prove to be among the Carolingians' most significant and lasting legacies. Goldberg draws on written sources such as chronicles, law codes, charters, hagiography, and poetry as well as artistic and archaeological evidence to explore the changing nature of early medieval hunting and its connections to politics and society. Featuring more than sixty illustrations of hunting imagery found in mosaics, stone sculpture, metalwork, and illuminated manuscripts, In the Manner of the Franks portrays a vibrant and dynamic culture that encompassed red deer and wild boar hunting, falconry, ritualized behavior, female spectatorship, and complex forms of specialized knowledge that united kings and nobles in a shared political culture, thus locating the origins of courtly hunting in the early Middle Ages.

Net Smart-Howard Rheingold 2012-03-16 A media guru shows us how to use social media intelligently, humanely, and, above all, mindfully. Like it or not, knowing how to make use of online tools without being overloaded with too much information is an essential ingredient to personal success in the twenty-first century. But how can we use digital media so that they make us empowered participants rather than passive receivers, grounded, well-rounded people rather than multitasking basket cases? In Net Smart, cyberculture expert Howard Rheingold shows us how to use social media intelligently, humanely, and, above all, mindfully. Mindful use of digital media means thinking about what we are doing, cultivating an ongoing inner inquiry into how we want to spend our time. Rheingold outlines five fundamental digital literacies, online skills that will help us do this: attention, participation, collaboration, critical consumption of information (or "crap detection"), and network smarts. He explains how attention works, and how we can use our attention to focus on the tiny relevant portion of the incoming tsunami of information. He describes the quality of participation that empowers the best of the bloggers, netizens, tweeters, and other online community participants; he examines how successful online collaborative enterprises contribute new knowledge to the world in new ways; and he teaches us a lesson on networks and network building. Rheingold points out that there is a bigger social issue at work in digital literacy, one that goes beyond personal empowerment. If we combine our individual efforts wisely, it could produce a more thoughtful society: countless small acts like publishing a Web page or sharing a link could add up to a public good that enriches everybody.