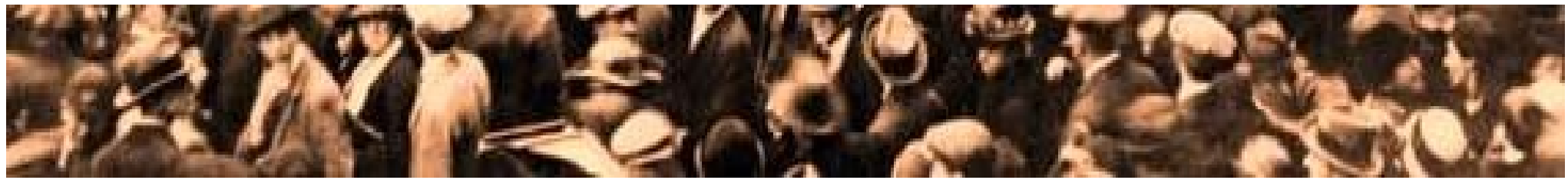


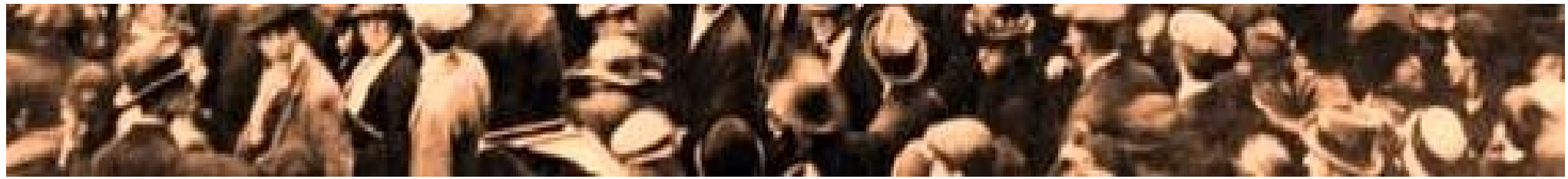
Wisdom of the crowds *or* being (not) passionate
about open source and collective innovation

Alina Ștefan



What is it?

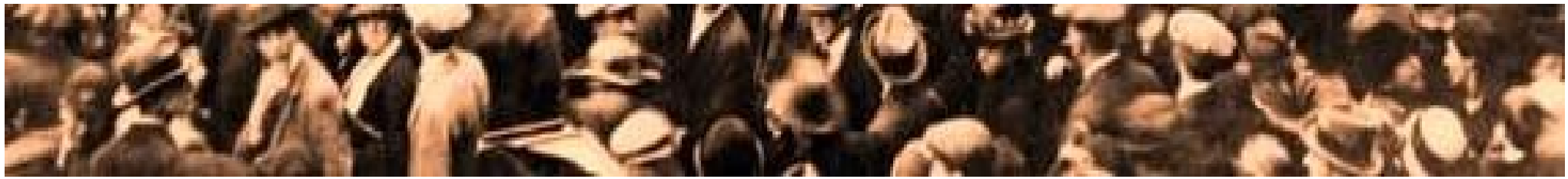
- a system that stimulates innovation better than other systems, an economic model (~~give then receive~~ becomes give after you receive and only if you want)
- ~~teamworking~~ becomes cyberteamworking
- an organizational model closer to the one found in nature: colonies of ants
- the role of serendipity



Who are they?

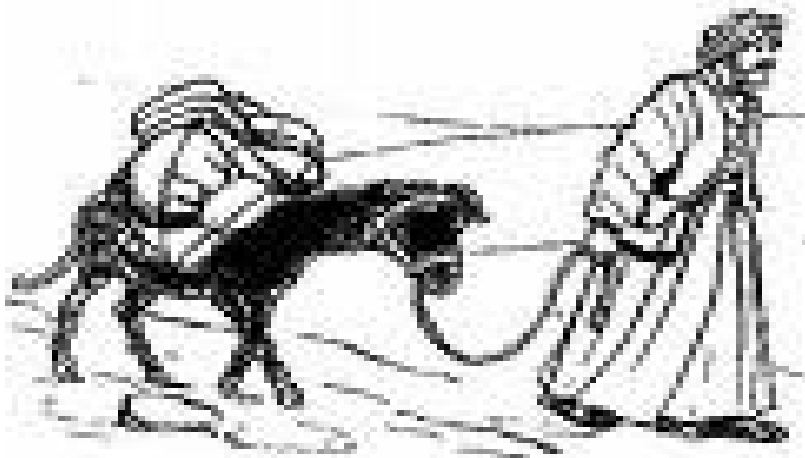
- prosumers
- users
- team leaders
- virtual teams
- companies
- institutions

(after Moreno Muffatto)



What moves them?

The Good Samaritan:
Helps without expecting
something in return



Is involved

Believes in freedom

Has developed a semiotic universe

Makes his own clothes

Has a certain sense of rebellion

Belongs to a community

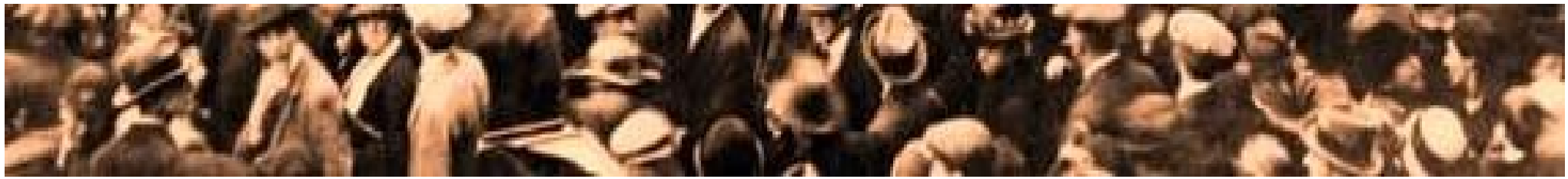


A type of investment

You invest: time, knowledge

You get: knowledge, increased reputation,
expertise which is sought → increase your Karma
level / Mana

PASSION



Why now?

Gustave le Bon

***The Crowd: A Study of the
Popular Mind, 1896***

**“Crowds do not accumulate
intelligence, but mediocrity”**

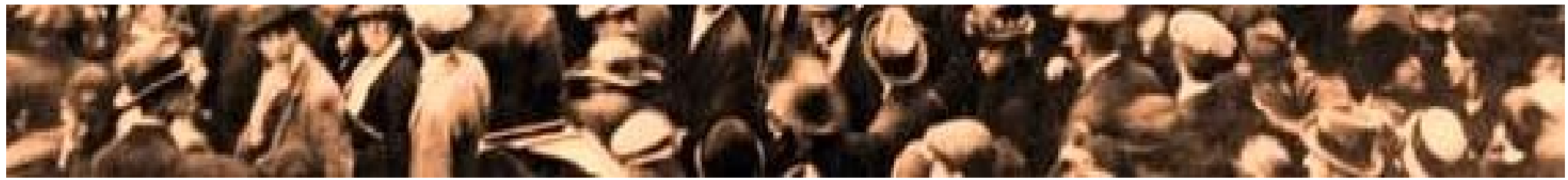
James Surowiecki

***Wisdom of the Crowds,
2004***

**“The many are smarter
than the few...”**

...if there is:

- diversity of opinion**
- independence**
- decentralization**
- aggregation**

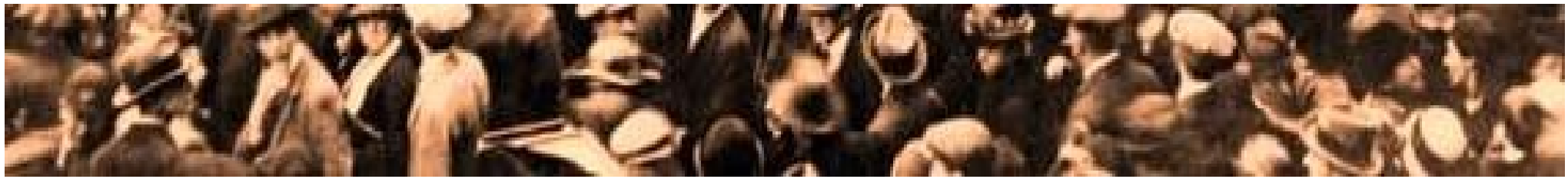


How is it promoted?

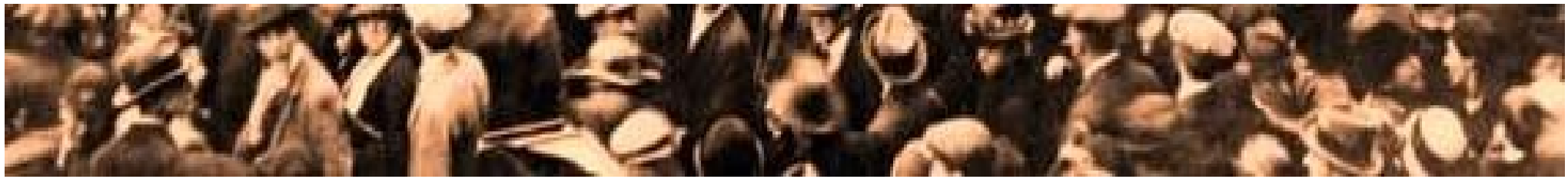
- One Laptop per child – critical mass
- lobbying (IP aspects):

Water, Alcohol Denat., Fragrance, PEG-40 Hydrogenated Castor Oil, Triethyl Citrate, Farnesol, Benzyl Salicylate, Hexyl Cinnamal, Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde, Linalool, Alpha-Isomethyl Ionone, Citral, Coumarin, Limonene, Butylphenyl, Methylpropional, Geraniol, Citronellol

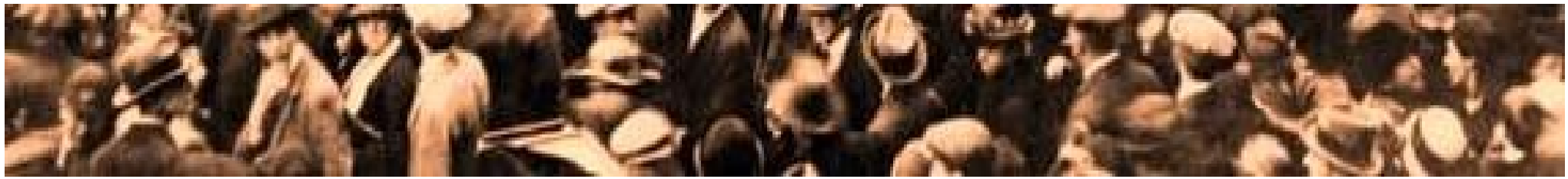
- can we speak of competition?



Is it a panacea – where are the limits?



- digital Maoism (Jaron Lanier)
- prisoner's dilemma:
 - I stay silent and you stay silent --> we both go to prison a couple of months
 - I betray and you betray --> we both go to prison a couple of years
 - I stay silent and you betray --> I die, you are free
 - I betray and you stay silent --> I am free, you die

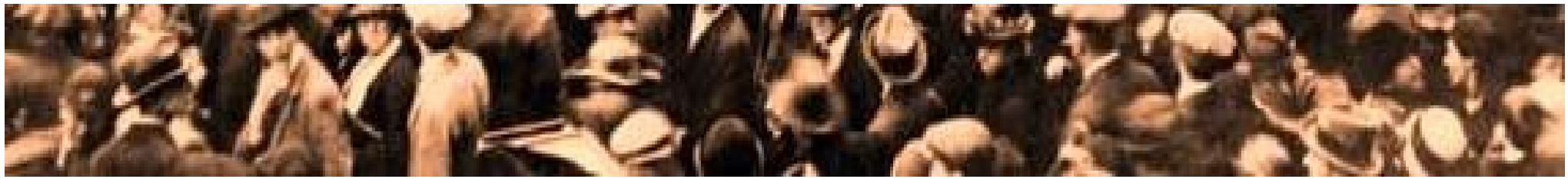


Audience generated presentation

1) Are there businesses more likely than others to use OS? What would make the difference?

2) How do open source promoters cope with prisoner's dilemma?

3) Can we speak of competition between OS outputs?



Thank you very much for your attention and participation!