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The Wisdom of The Cloud

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Wisdom or Whizzdom

In the *Wisdom of Crowds*, James Surowiecki says:

“Groups do not need to be dominated by exceptionally intelligent people to be smart.”

“Even if most of the people within the group are not especially well informed or rational, it can still reach a collectively wise decision.”

The Risk of Whispering

New media present old ideas as new ones. The retweet of gossip contradicts that news must be alive, complete, and from a reliable source.

Wisdom has also to do with acting in resonance with what is known to be true and lasting.

So, using cloud for wisdom needs a frequent check of the source.

Use the Crowd to fuse the Cloud

Most of the intractable challenges we face today are complex.

The more people we can involve looking at the issues from a range of perspectives, the more likely we are to find wise solutions.

And the people who identify the solutions are more likely to implement them.

Cloudsourcing vs Crowdsourcing

Crowdsourcing is the process of creating something new of value by tapping into groups of people with desired characteristics (like using Twitter, Facebook, LinkedIn etcetera)

Cloudsourcing is the process of creating something new of value by tapping into the cloud and mashup apps with desired characteristics (like using multiple sources for Iphone app TREIN, wikipediavision, flickrvision, www.geluidsnet.nl,)

Mashup needs Cloudsourcing

A mashup is a web page or application that uses and combines data, presentation or functionality from two or more sources to create new services.

The term implies easy, fast integration, frequently using open APIs and data sources to produce enriched results that were not necessarily the original reason for producing the raw source data.

Main characteristics are combination, aggregation and visualization. Mashup is important to make existing data more useful for both B and C users.

Why companies should Cloudsource?

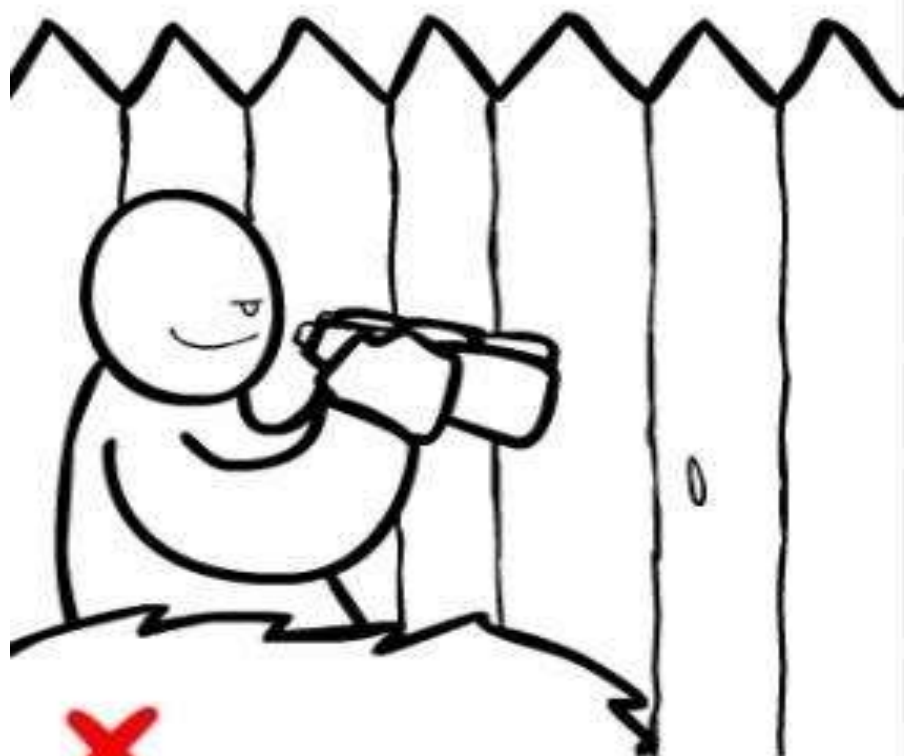
- Gain hard-to-obtain experience without a lot of investment, e.g.

Utilize your customers in developing new content and applications creates a sense of ownership of your product/service among your stakeholders.

- Cloudsourcing apps are new, sticky and engaging services in and of themselves

STALKING

IN REAL LIFE



endlessorigami.blogspot.com

CREEPY

ON FACEBOOK

VIEW SARAH'S
POOL PARTY ALBUM...

JACKPOT.



**SOCIALLY
ACCEPTABLE**

Crowd- en Cloud-sourcing applications can be subdivided into five categories:

1. Creation
2. Invention
3. Organization
4. Prediction
5. Education

Creation

- Create new applications that are owned and maintained by your clients
- Generate new content by soliciting the masses
 - Mechanical Turk (divide a task into thousands of subtasks)
 - Crowdspring (ask many designers to offer design suggestions)

Invention

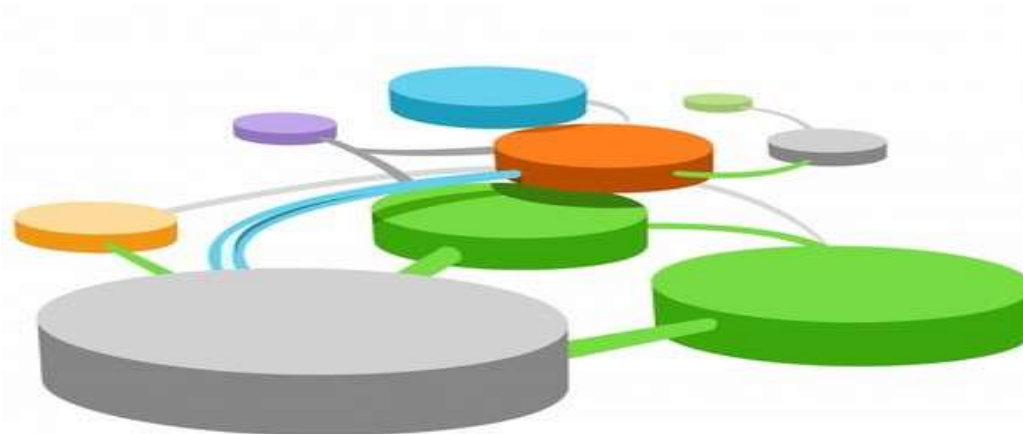
Source ideas and have the community rank them

- Whitehouse2.org (Suggest the US president's agenda)
- WePc.com (Asus and Intel community product development)
- Ideastorm (Dell community product development)
- Innocentive (Procter & Gamble community product development)
- My Starbucks Idea (Customer offering product ideas)

Organization

Create new apps by making users part of the app

- Digg, reddit, yahoo buzz (vote on articles/news)
- Stumbleupon (vote on articles sites)



Prediction

- Predict trends by inviting users to submit and vote on ideas
 - Mediapredict.com (users bet on media trends, such a TV viewership, books that are likely to sell well)
 - Rasmussen Markets (Predicts political outcome)

Education

Collaborative / Participatory Learning by
distributed learning applications (Personal
Learning Network)

(Netvibes, PLENK, Edupunk, P2PU, MOOC)

“A good educational system should have three purposes:

1. it should provide all who want to learn with access to available resources at any time in their lives;
2. empower all who want to share what they know to find those who want to learn it from them; and, finally,
3. furnish all who want to present an issue to the public with the opportunity to make their challenge known.”



Open source cloud applications include email, document management, time and attendance, web meeting, invoicing, and inventory management.

Offering cloud-based applications from multiple third-party cloud and SaaS providers. Once completed, this will allow for single consolidated access to virtually any web application that you would use to run your business.



The nontechnical business manager can drag and drop any UI widget (like Google Gadgets) and Web services from the web to quickly build and deploy Mashup applications. Integrations with third party applications, both on-premise and on-demand systems, can be modeled without much dependency on the IT team. Sharing Mashup Applications between users or organizations is also made easy and convenient.

WARNING

Complex problems, when they involve people, are adaptive.

As people learn they change, and what appeared to work yesterday may not work today. Using the cloud means that you also use the extended senses of the end-user.

Always be keen of the real experience of the user, and do not project your meaning.

Summary - The Benefits

Companies can meet their organizational goals by turning their customers into assets.

This is achieved by developing applications with online social experiences that are rewarding to both parties

Companies can identify the right opportunities and customize and implement cloud software solutions that meet their business needs.

Vragen?

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