CAS006 – Collective Intelligence and Electronic Social Networks

(Note: course will be taught thoroughly in English)

Credits: 45 hours (3 credits)

Objective: This course will discuss the use of our modern ICTs (Information and Communication Technologies), and specifically the Internet, in turning ideas into projects that would not be feasible otherwise, due to the lack of the right knowledge, funding, human power or any other resource. We will analyze the factors that propel people to engage in this kind of initiative and what is required to succeed in the venture.

Pre-requisites: the course is intended to master students in Applied Computing (PPGCA) and in Business Administration (PPGA), but undergraduate foreign students and local undergrads with an interest in the topic are also welcome. There is no formal pre-requisite in addition to a good understanding of English, as all of the discussed literature and interaction in class will be in that language.

Syllabus: Swarm intelligence vs. conscious collective production; wisdom of crowds; mass collaboration; crowdsourcing; crowdmaking; crowdfunding; the global brain; wicked problems and collective intelligence; crowdsourcing and CSCW; collective intelligence and knowledge management; web 2.0.

Important Dates: The course will start March 4 and will finish May 20. Classes will happen on Friday mornings, from 8:20 a.m. to 12:00 a.m. No classes on March 25 and April 22.

Bibliography:


• Nascimento, Ademir Macedo; Luft, Maria Conceição Melo Silva; Freitas, Florence Cavalcanti Heber Pedreira de. O uso do crowdsourcing como ferramenta de inovação aberta: uma categorização a luz da teoria de redes interorganizacionais. 36. Enanpad.


• Schoder, Detlef; Putzke, Johannes; Metaxas, Panagiotis Takis; Gloor, Peter A.; Fischbach, Kai. Information Systems for “wicked problems”: research at the intersection of social media and collective intelligence. Business & Information Systems Engineering, n. 1, 2014. DOI 10.1007/s12599-013-0303-3


• Shuangling, Luo; Haoxiang, Xia; Taketoshi, Yoshida; Wang, Zhongtuo. Toward collective intelligence of online communities: a primitive conceptual


- Tovey, Mark. Collective intelligence: creating a prosperous world at peace. Oakton, Virginia: Earth Intelligence Network, 2008.


