HALF-DAY WORKSHOP
Crowdsourcing and Collective Intelligence

Crowdsourcing is a kind of human computation: people are assembled quickly to perform tasks, and linked together through some kind of coordination or collaboration technology. New infrastructure, both technical and organization, makes crowdsourcing possible. Amazon Mechanical Turk, Crowdflower, oDesk, and a number of other services are providing a platform upon which crowds can be assembled. In addition, communities may mobilize around particular needs, and build collective intelligence without using market infrastructure.

The session will be devoted to cross-disciplinary research on crowdsourcing and aims to find common themes across disciplines, push the frontiers in method, and discuss linkages between theory, analysis, and design techniques. We will attract a set of people with backgrounds in the social sciences and the computational sciences to collaboratively design new forms of social computational systems. HICSS is a forum that has a strong chance of integrating these social and technical concerns.

This workshop is similar to one offered last year called Crowdsourcing and Social Computation Systems, which in turn grew out of a workshop on Social Network Analysis. In 2008 and 2009, we introduced the topic to the conference, and led discussion groups. Since these workshops, interest has bloomed at HICSS and in other communities. In 2010 we ran a panel, following the tutorial on social network analysis. In 2011, we invited workshop participants to perform live human subject experiments during the course of the workshop using Amazon Mechanical Turk. In 2012, we focused entirely on crowdsourcing.

For HICSS-46, we will focus our crowdsourcing discussion on idea generation and innovation:

- When to make use of markets, and when not, in building collective intelligence?
- How can the collective contribute ideas that result in innovative products and services?
- How can a crowd generate and integrate ideas?
- What do we know about the design of crowdsourcing experiments?
- How can the HICSS community share information about crowdsourcing experiments?
- What research questions naturally occur in the analysis of crowdsourcing?
- How does crowdsourcing relate to human computation, games with a purpose, FLOSS, and citizen science?
- What tools are available to aid in the design of crowdsourcing?
- How can such tools be improved?

The workshop will task participants to run their own experiments during the course of the half-day workshop, and report their results. Past participants and those who sign up will be informed of the nature of the workshop so they can perform experiments before attending the workshop.
Preliminary Agenda:

1. Introductions
2. Demonstration of an online experiment
3. Formation of teams
4. Teams work designing and running experiments
5. Team reporting
6. Conclusions and community building

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