



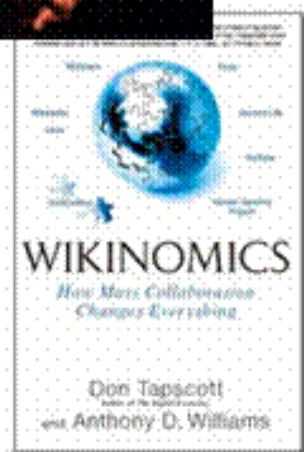
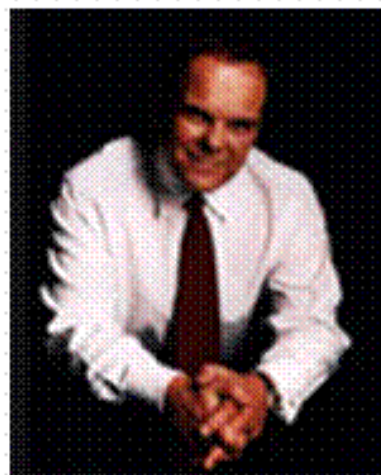
Wikinomics
How the Smartest Companies Create Value
in the Age of Mass Collaboration

Don Tapscott
don@newparadigm.com

eLearning Forum
February 27, 2007



Feb 27, 2007

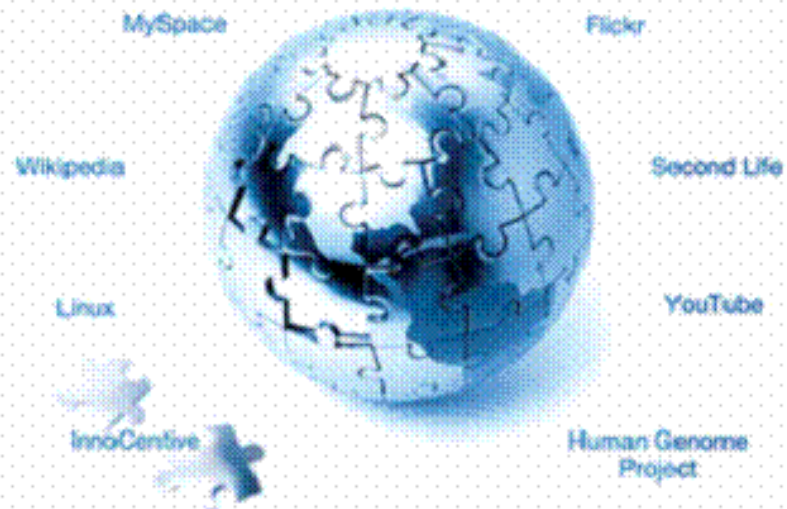


**How The Smartest Companies
Create Value in the
Age of Mass Collaboration**

**Cómo las Empresas más
Inteligentes Crean Valor en la
Era de la Colaboración Masiva**

Time's Person of the Year





WIKINOMICS

*How Mass Collaboration
Changes Everything*

Don Tapscott

Author of *The Digital Economy*

and Anthony D. Williams

Web 2.0

Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution



Web 2.0

The Thing: The “Beyond Microwave”

Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution

- **Internet-enabled microwave**
- **Swipe product barcode**
- **“knows” settings for 4,000 different products**
- **Updates data via the Internet**



Web 2.0

Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution



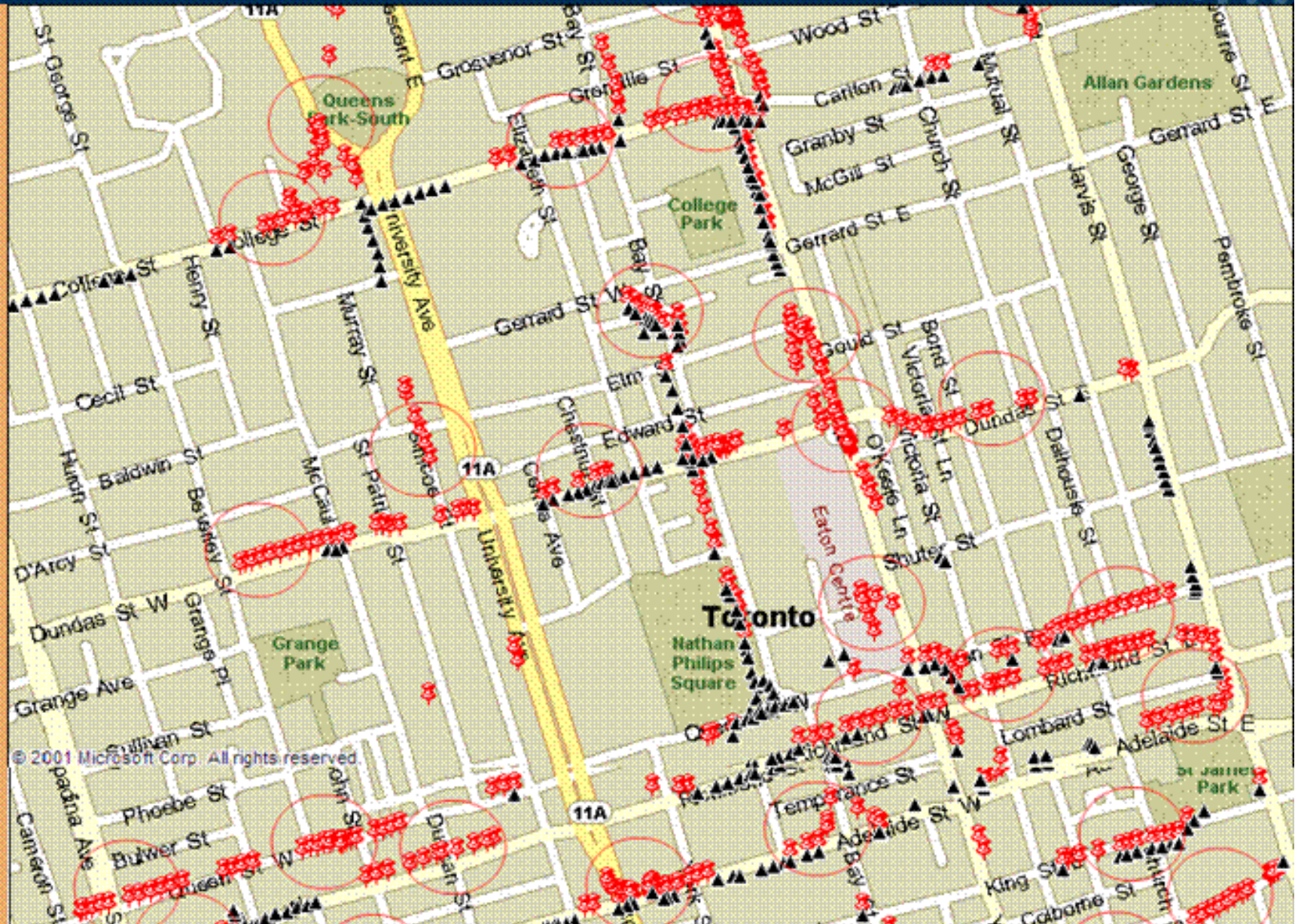
Mobility: "Naked Wireless"

Web 2.0

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Net
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The
Economic
Revolution



Mobility: Toronto Hydro Wi Fi

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Toronto Hydro Telecom is announcing plans to provide a blanket of Wi Fi coverage in the downtown Toronto core, giving Toronto the largest ubiquitous Wi Fi coverage zone in Canada.

Mobility: San Francisco Wi-Fi

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Revolution

The
Economic
Revolution



EarthLink and Google win San Francisco Wi-Fi bid

By Dawn Kawamoto

http://news.com.com/EarthLink+and+Google+win+San+Francisco+Wi-Fi+bid/2100-7351_3-6058432.html

Story last modified Fri Apr 07 06:57:01 PDT 2006

San Francisco on Wednesday selected a joint bid by EarthLink and Google to provide San Francisco with a wireless network.



Wikinomics

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Web 2.0 – Geo-Spatiality

GyPSy Tour Guide

Email: info@gpstourscanada.com

Toll Free: 1-866-477-4171 Intl: 1-403-760-8200



Informative, Entertaining Commentary.



[HOME](#) [HOW IT WORKS](#) [BOOK NOW](#) [COVERAGE](#) [RATES](#) [FAQ](#) [TOUR OPERATORS](#) [ABOUT US](#) [CONTACT US](#)

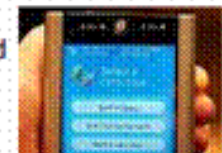
• *Welcome*

A New Evolution of Touring begins now.

Experience the most informative way to tour the Rockies, British Columbia and Alberta whilst keeping the independence you enjoy.

• *Demo*

Discover the pleasure and freedom of taking yourself on



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The Social
Revolution

The
Economic
Revolution

Geo-Spatiality: Plazes, Finding Your World

Web 2.0

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Generation

The Social
Revolution

The
Economic
Revolution



BROWSE PLAZES

BROWSE PEOPLE

PLAZES KNOWS WHERE



Geo-Spatiality: Tag Your World On The Go

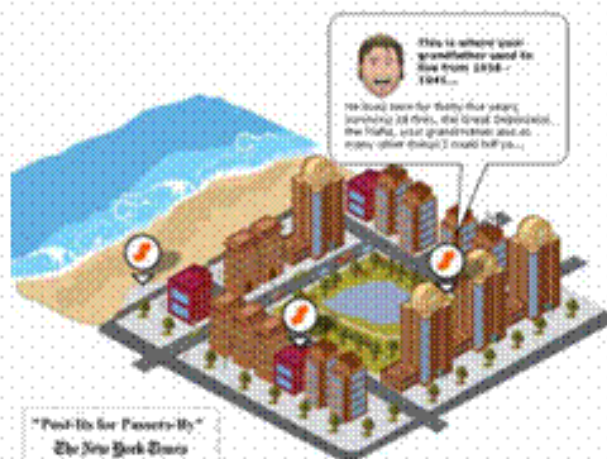


Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution



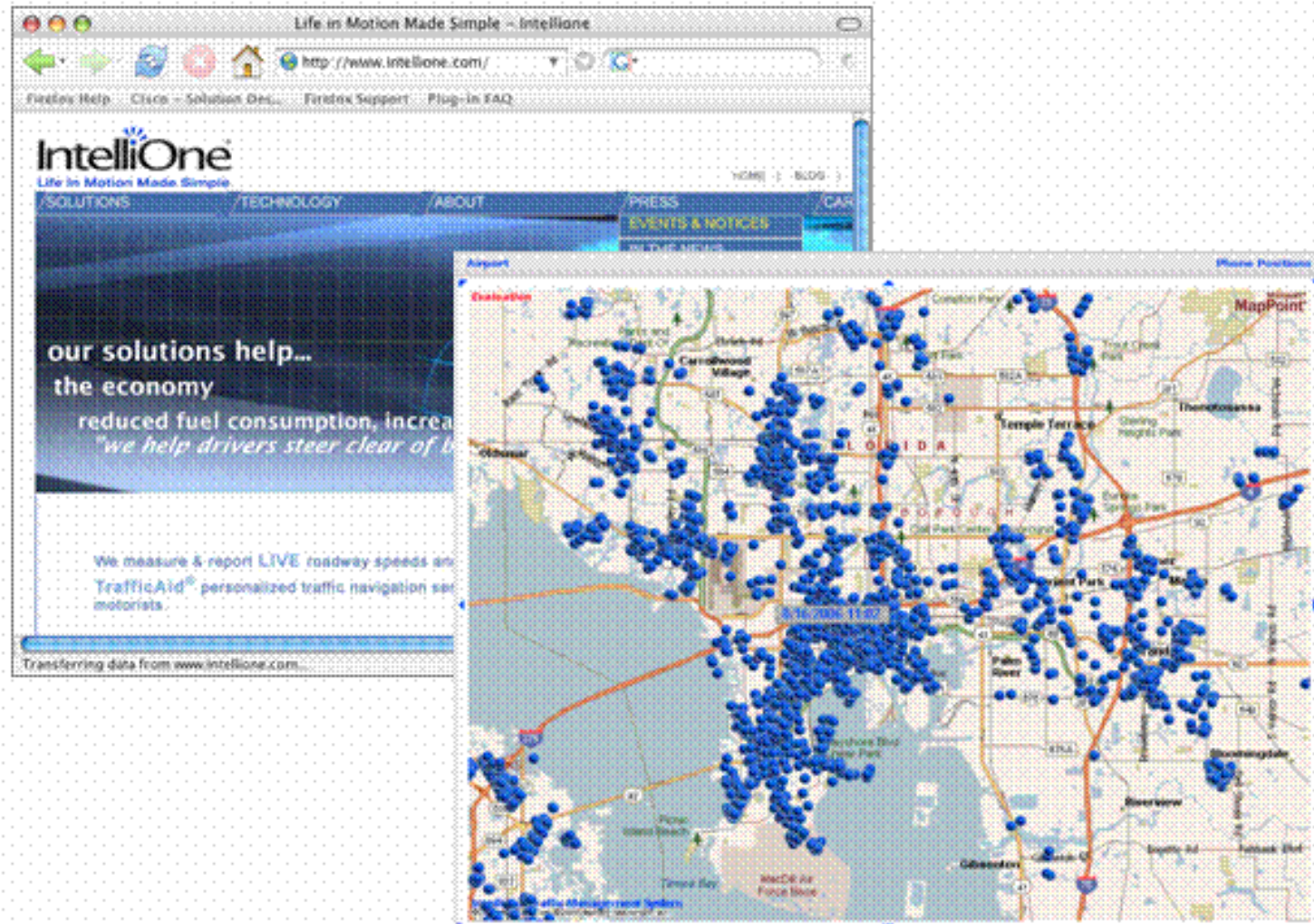
Geo-Spatiality: Live Traffic At Your Fingertips With IntelliOne

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Maptuit Automated Traffic Routing

Live Traffic Reports | Create a Route | Travel Services | Live Traffic Cameras | Personal Alerts

Live Traffic Reports

List all incidents | Sort Incidents By Time | Display only incidents on road... | List only incidents that fit on current map

- 8:14 AM 11/17/05 Incident**
I-95 Southbound approaching Exit 14: Miami Gardens Dr./SR 860
Injury accident: Right lane blocked. Slow from Ives Dairy Road. Stay left.
- 8:12 AM 11/17/05 Congestion**
Don Shula Expressway Northbound between Toll Plaza and Palmetto Expressway North
Slow traffic due to earlier accident: Expect Delays.
- 8:07 AM 11/17/05 Congestion**
Florida's Turnpike Southbound approaching Exit 62: Commercial Blvd./SR 870, Ft. Lauderdale North
Traffic congestion: Allow extra time.
- 7:52 AM 11/17/05 Incident**
SW 88th St. Eastbound West of Galloway Rd. at Southwest 79th Avenue
Injury accident: Lanes restricted. Expect delays.
- 7:49 AM 11/17/05 Incident**
I-95 Southbound approaching Exit 68: NW 69th St.
Accident on the right shoulder: Slow from Golden Glades Interchange. Stay left.
- 7:21 AM 11/17/05 Information**
I-75 Southbound off-ramp to Exit 0A: Palmetto Expressway South, Gragnoy Pkwy.
Expect delays: Allow extra time.
- 7:18 AM 11/17/05 Congestion**
I-595 Eastbound between Exit 18: Flamingo Rd./SR 823 and Exit 7B: Florida's Turnpike, US 441/SR 7
Traffic congestion: Normal slow area.

Map Legend (Hint)

- Congestion (Delay: minor, moderate, severe)
- Show traffic camera locations on map
- Show digital highway message signs on map

Web 2.0

The Net Generation

The Social Revolution

The Economic Revolution

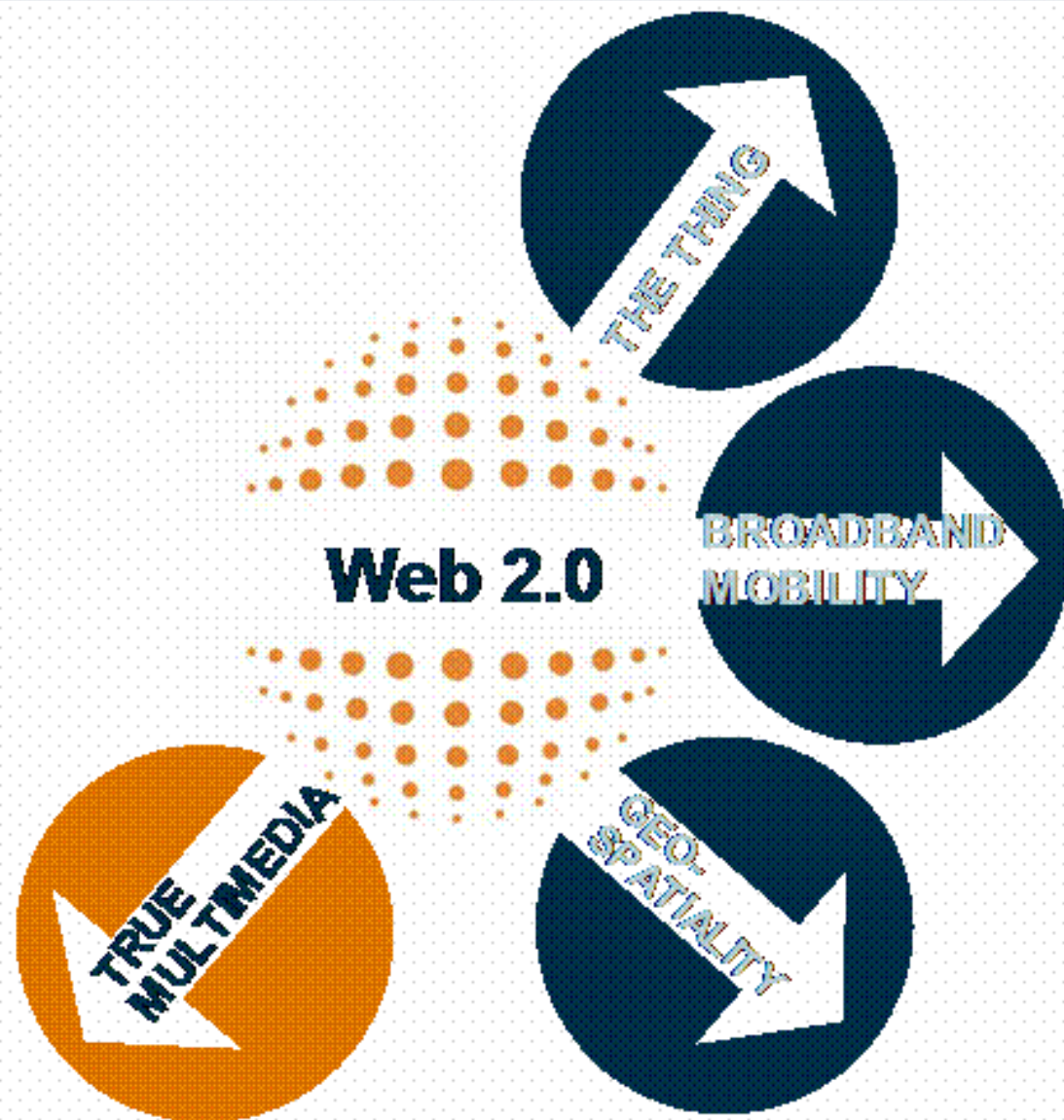
Web 2.0

Web 2.0

The
Net
Generation

The Social
Revolution

The
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Revolution



Web 2.0 – True Multimedia

Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution



[Making a call](#)

[Talking](#)

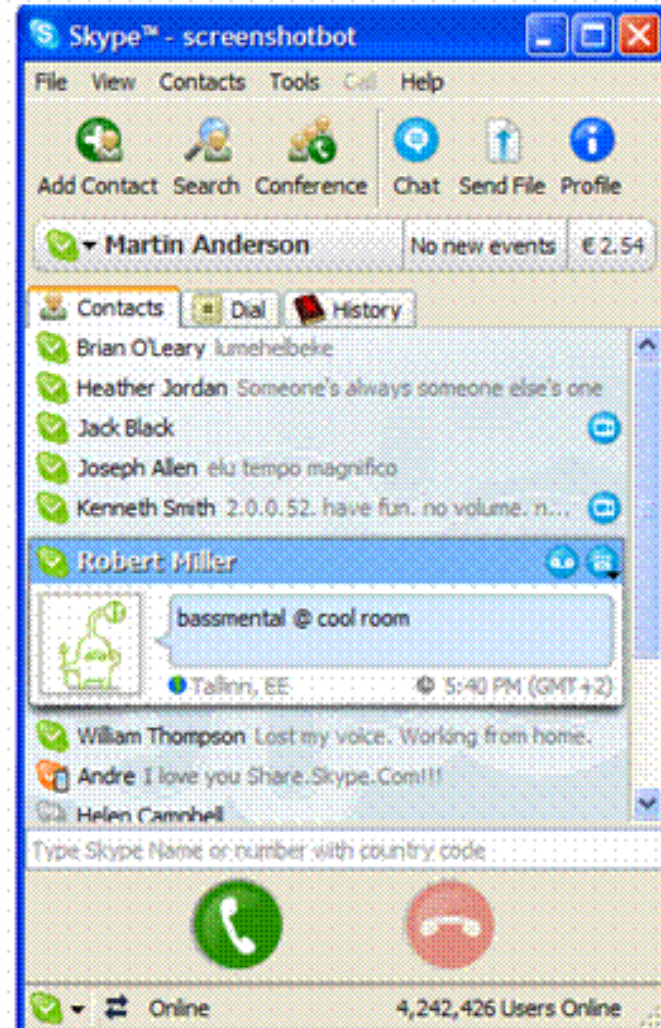
[Conference call](#)

[Call regular phones](#)

[File transfer](#)

[Chat](#)

[Video call](#)



True Multimedia: Tape It Off The Internet (TIOTI)

Web 2.0

The
Net
Generation

The Social
Revolution

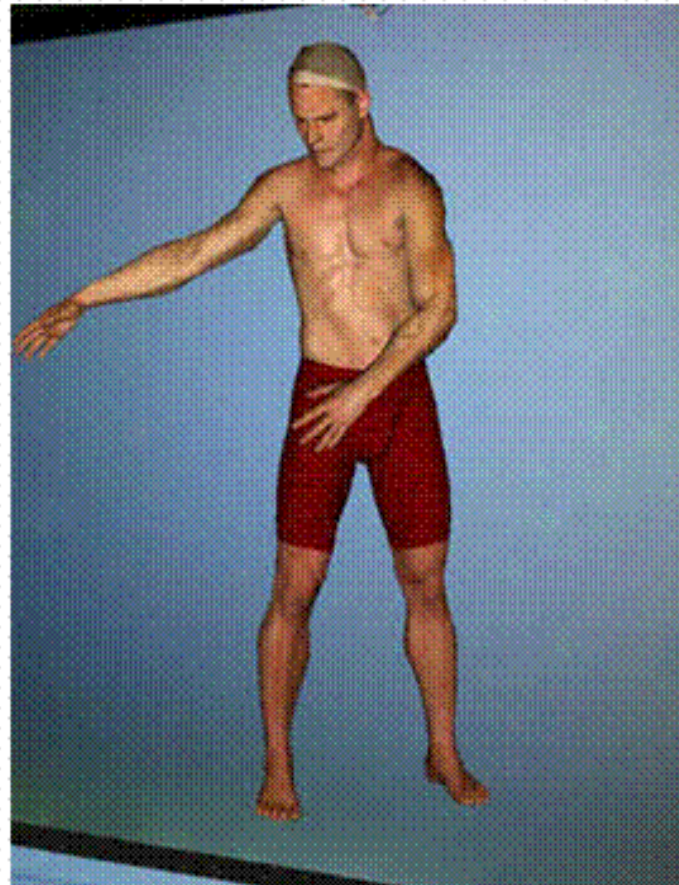
The
Economic
Revolution



The screenshot displays the Tioti.com website interface. At the top, there is a search bar with the text "Search Tape It Off The Internet" and a search button. Below the search bar, there are navigation tabs: Home, Your Favourites, Your Friends, Recommended, Groups, Tags, Top 10's, Discover, and History. The main content area is divided into several sections: "Fresh Favourite!" featuring "Rose - 501.E06" and "West Wing - 507.E05"; "Recommended..." with "7up / 49Up" and "The Daily Show"; "Your favourites" with "Rose" and "Six Feet Under"; "Friends favourites" with "Babylon 5" and "Lost"; and "Top 10's" with a list of shows. At the bottom, there is a row of six icons representing different actions: DISCOVER, SHARE, DOWNLOAD, CHAT, TAG, and CREATE.

Web 2.0 – True Multimedia

- **Digital humans**



Web 2.0

The
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Generation

The Social
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The
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Revolution

Web 2.0

Web 2.0

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Web 2.0 – Web Services

Web 2.0

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Generation

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Revolution

The
Economic
Revolution



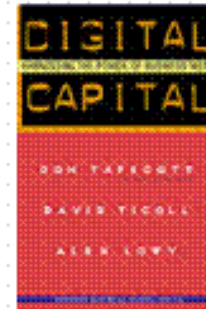
1995 – Web 1.0

Websites

HTML

Presentation

Browse Web Sites



2000 – Web 2.0

Distributed Computing

XML/SOAP/UDDI

Programmability

**Networked Business
Models**


Web 2.0 – Web Services

Web 2.0

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Already a member? [Sign in.](#)

flickr

The best way to **store, search, sort and share** your photos.

[Sign up now!](#)
for a free account
or [Learn More.](#)

When it's [three o'clock](#) in [New York](#), it's still [1938](#) in [London](#). - Bette Midler

 <p>Upload from camera phone, Mac or PC</p>	 <p>Make albums using Organizr</p>	     <p>Post photos to any blog</p>	 <p>Add comments, notes and tags</p>	 <p>Advanced privacy, RSS/XML feeds, more!</p>
---	---	---	--	--

Web Services: Microsoft - Start.com "Webtop"

Web 2.0

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The screenshot shows the Microsoft Start.com 'Webtop' interface within a Firefox browser window. The browser's address bar displays 'http://www.start.com/'. The interface features a search bar at the top right and a sidebar on the left with navigation options like 'add feeds and gadgets', 'My Web', and 'My Recent Searches'. The main content area is divided into several sections: 'Quotes of the Day' with a list of famous quotes; 'Weather Forecasts' for Philadelphia, PA and Redmond, WA; 'Engadget' with various tech news links; and 'Boing Boing' with a list of interesting news items. A 'Stock Quotes' section is also visible at the bottom right.

Yahoo Pipes

Web 2.0

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The screenshot shows the Yahoo Pipes homepage. On the left is a navigation menu with links: home, my pipes, browse pipes, discuss, and documentation. Below the menu is a search bar labeled "Search for Pipes...". The main content area features a "Featured Pipe" section with a colorful abstract image and a description for "Upcoming.org Combined Feed" by sevnu1. Below this is a "Hot Pipes" table listing popular pipes. On the right, there is a "create a new pipe" button and a "Recent Updates" section with a message about a service outage.

Featured Pipe

Upcoming.org Combined Feed
A combination of an individual's events, their friends' events, site activity and site news all in one feed for Upcoming.org.
by sevnu1
find out how

Photo by [17141014](#)

Hot Pipes

Pipe Name/Author	Runs	Clones
 New York Times thru Flickr by Daniel Raffel	9514	1367
 Techcrunch Citations by A Yahoo! Contributor	2922	256

create a new pipe

Recent Updates:
02.08.07: Downtime
As many of you noticed, we've had some downtime today as we try to cope with the unexpected heavy load. We're working on adding more capacity and hope to be back to normal soon.

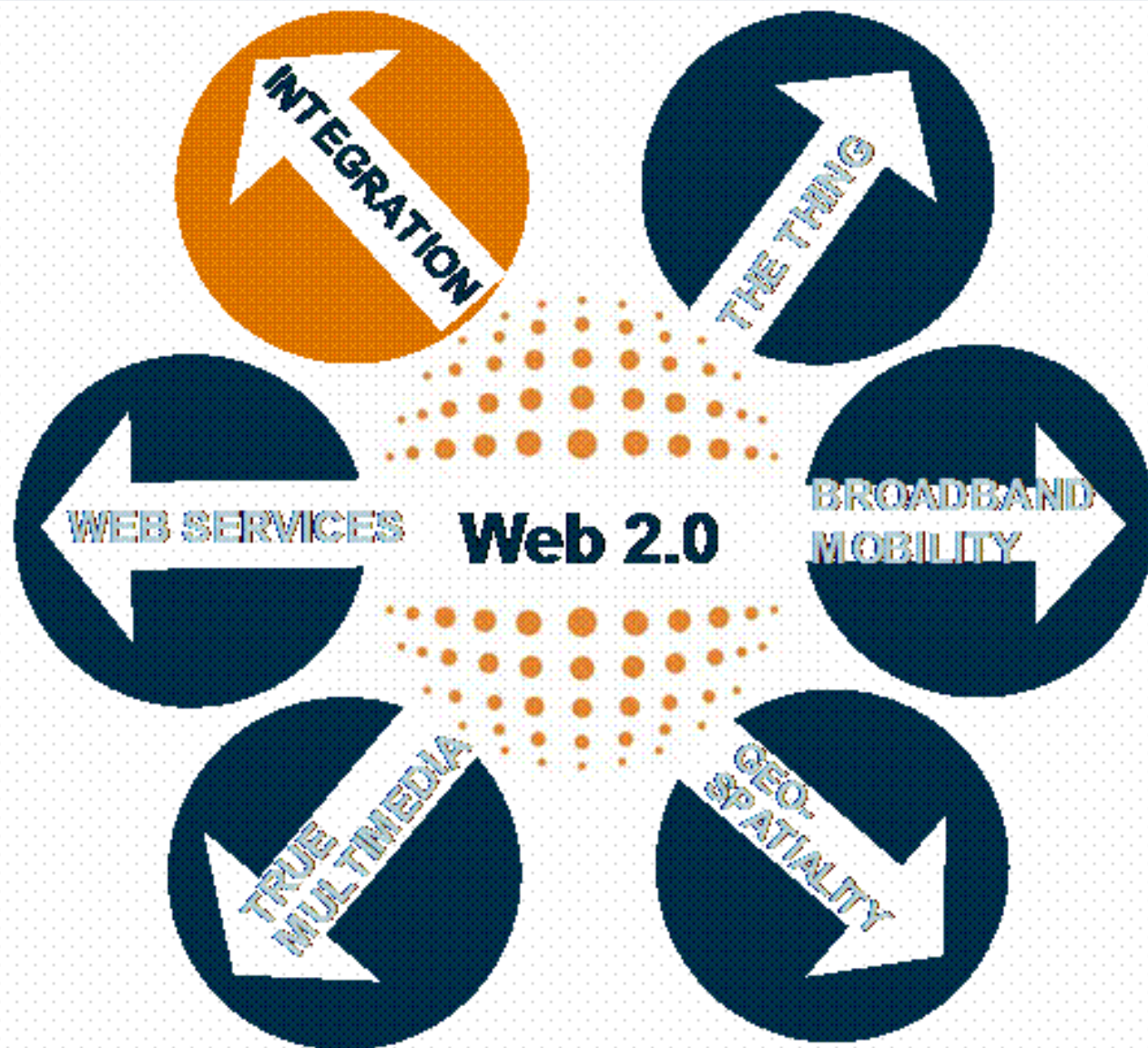
Web 2.0

Web 2.0

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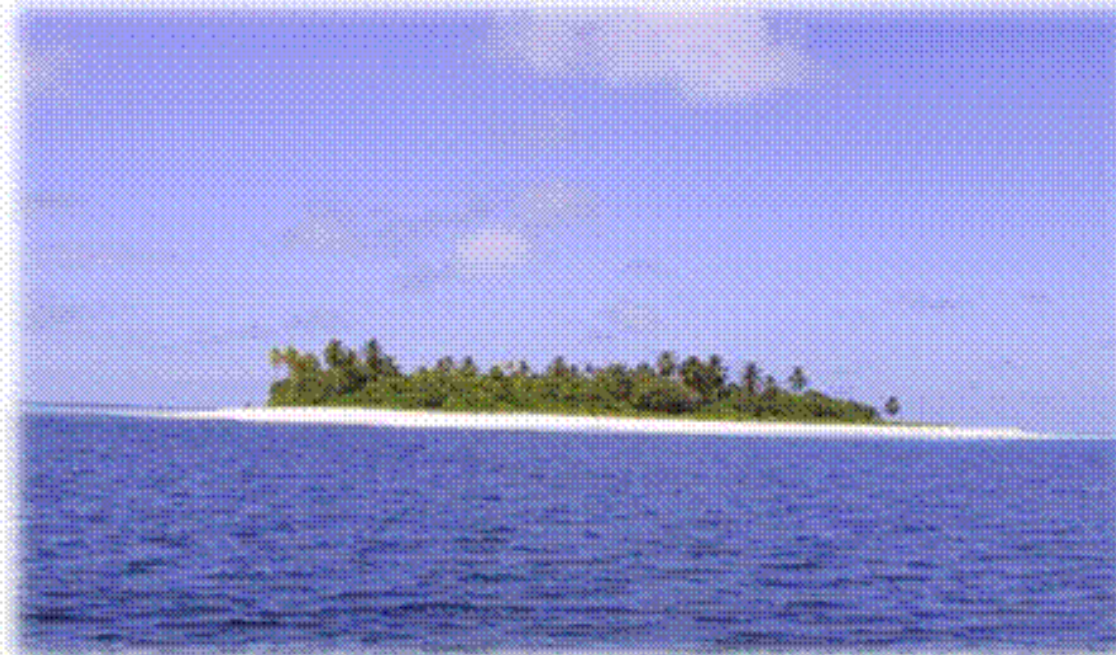
Web 2.0 – Integration

Web 2.0

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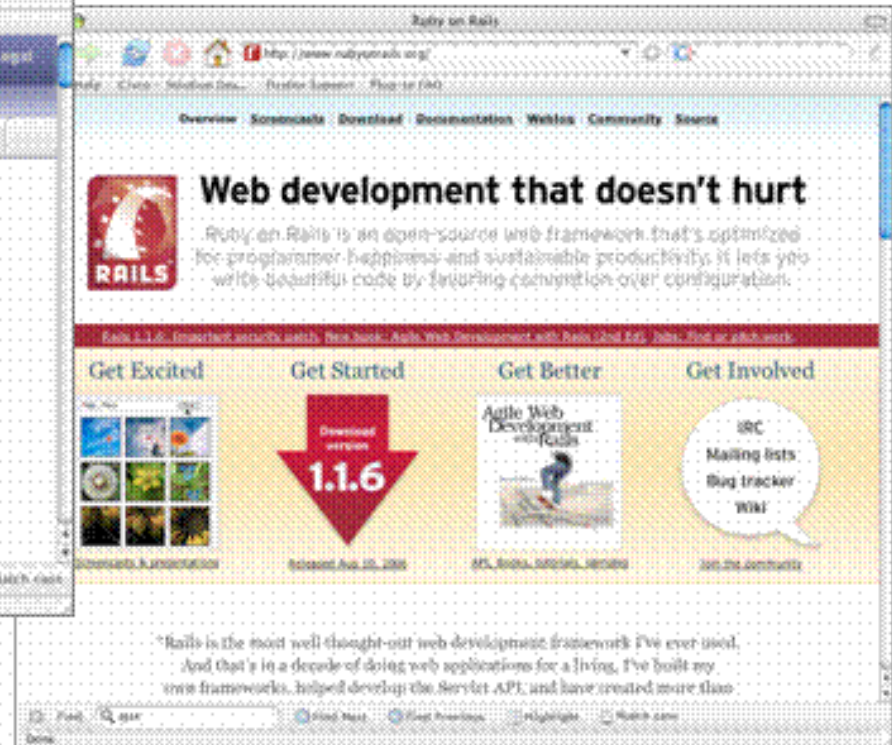
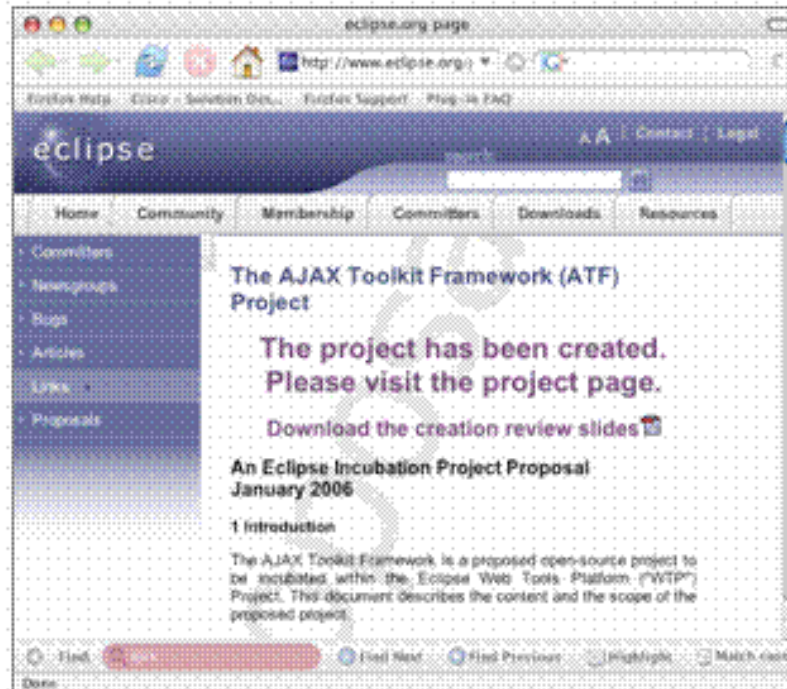
Web 2.0: Ajax Behind The Firewall?

Web 2.0

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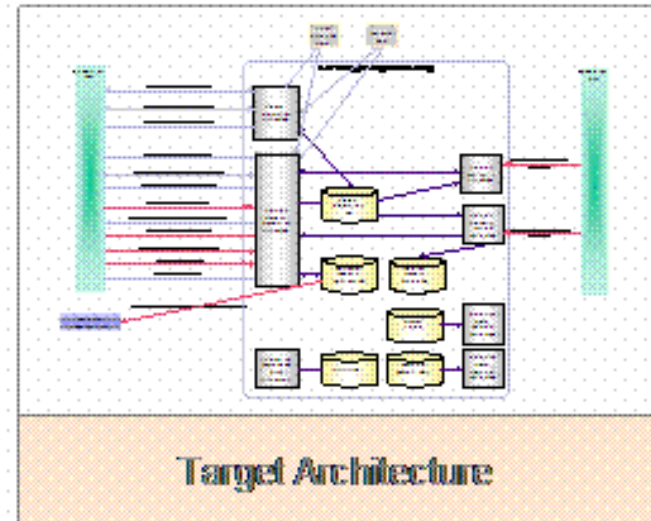
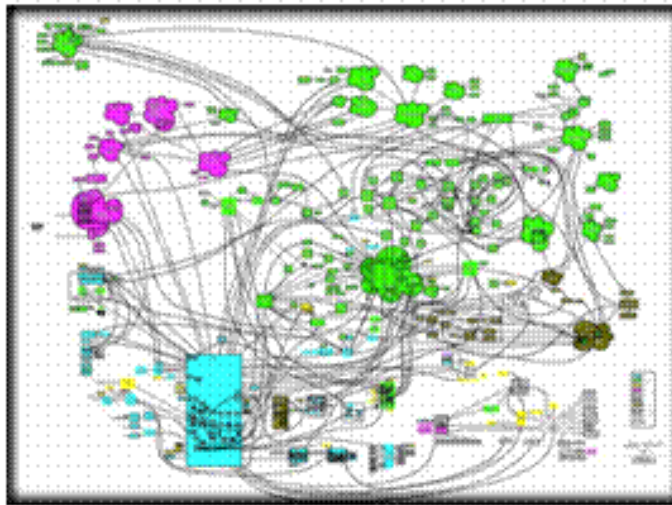
Web 2.0 – Integration

Web 2.0

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- Proprietary
- Monolithic
- Silos
- Enterprise
- Dumb networks

- Standards-based
- Service oriented
- Interoperable
- + Inter-enterprise
- Intelligent networks

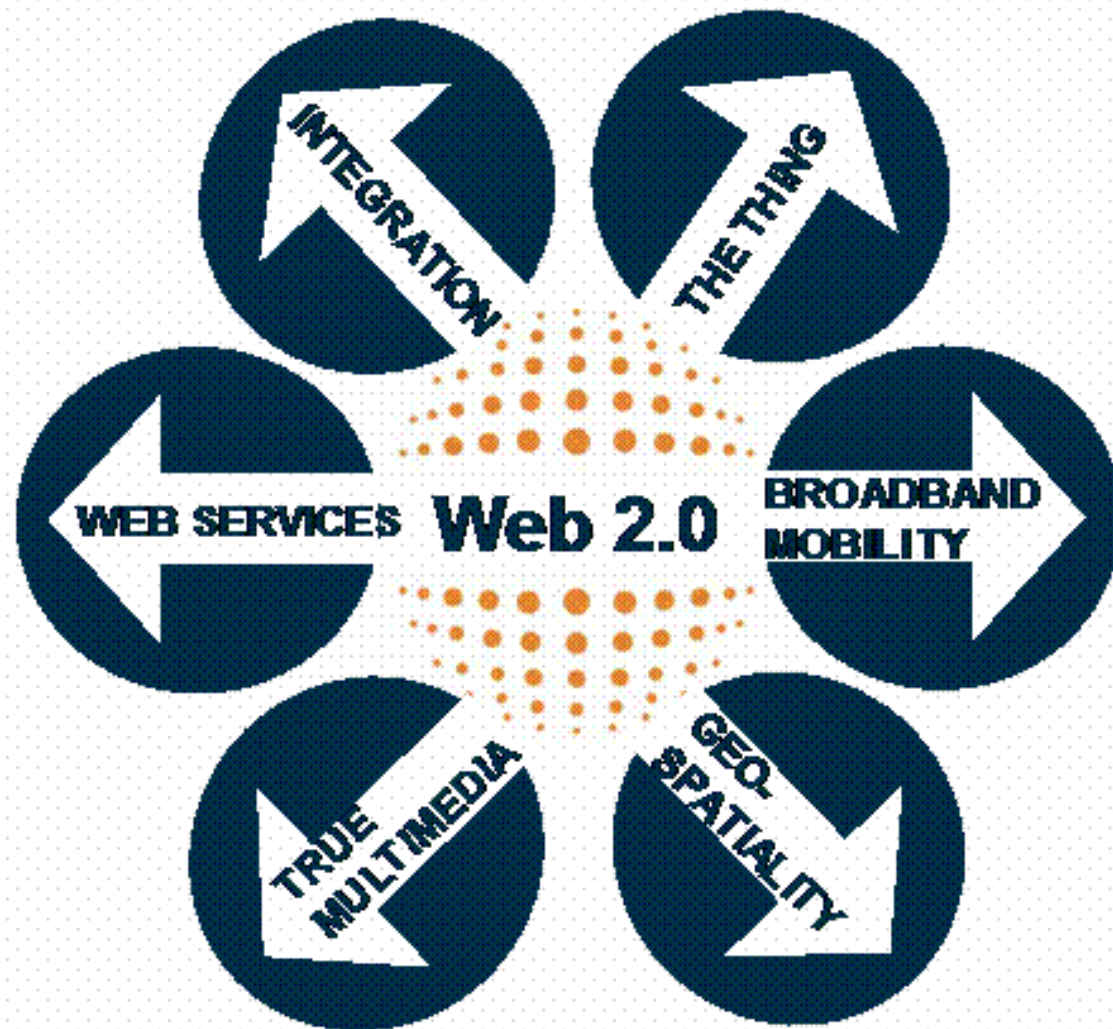
Web 2.0

Web 2.0

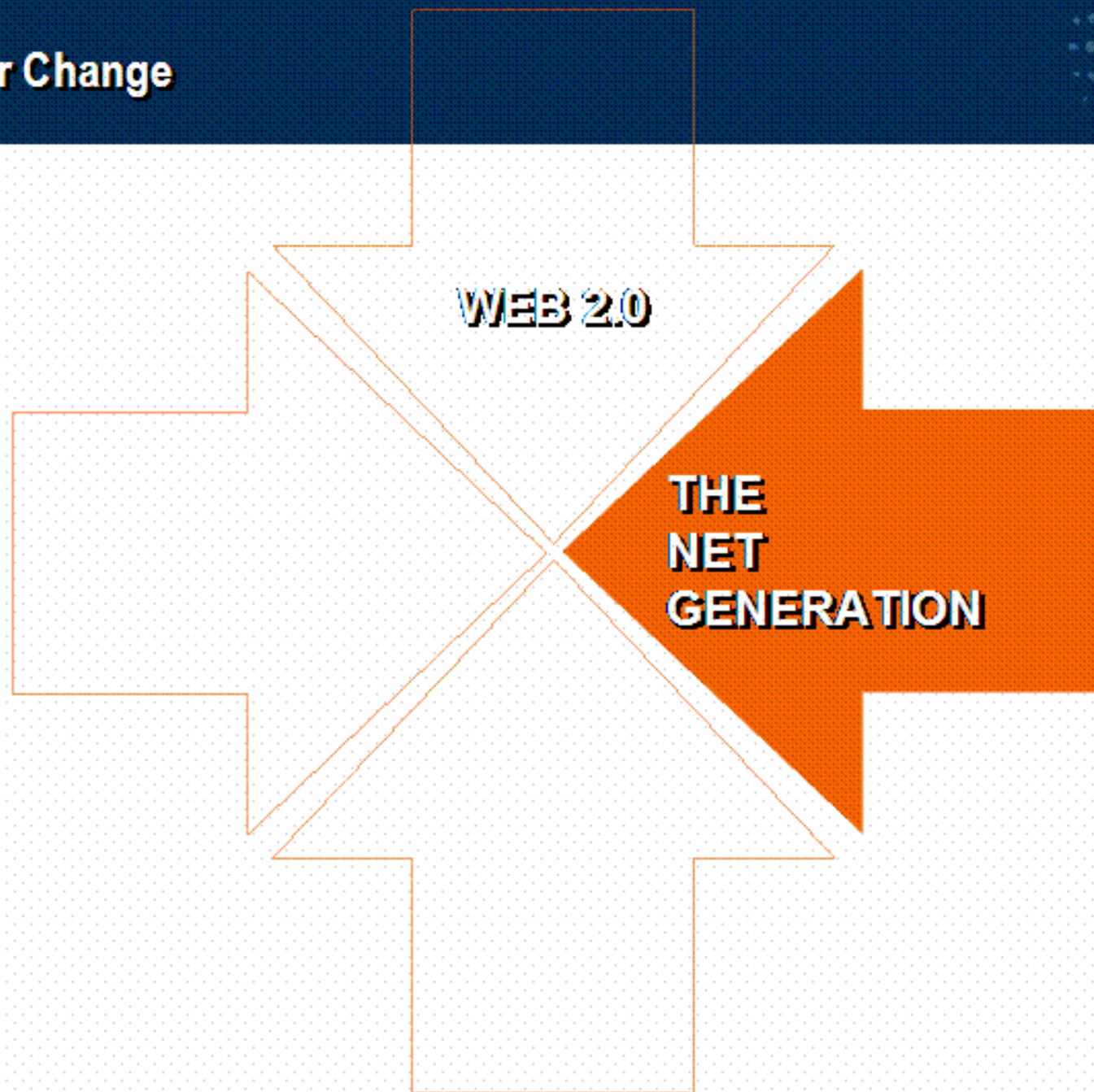
The
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Four Drivers for Change



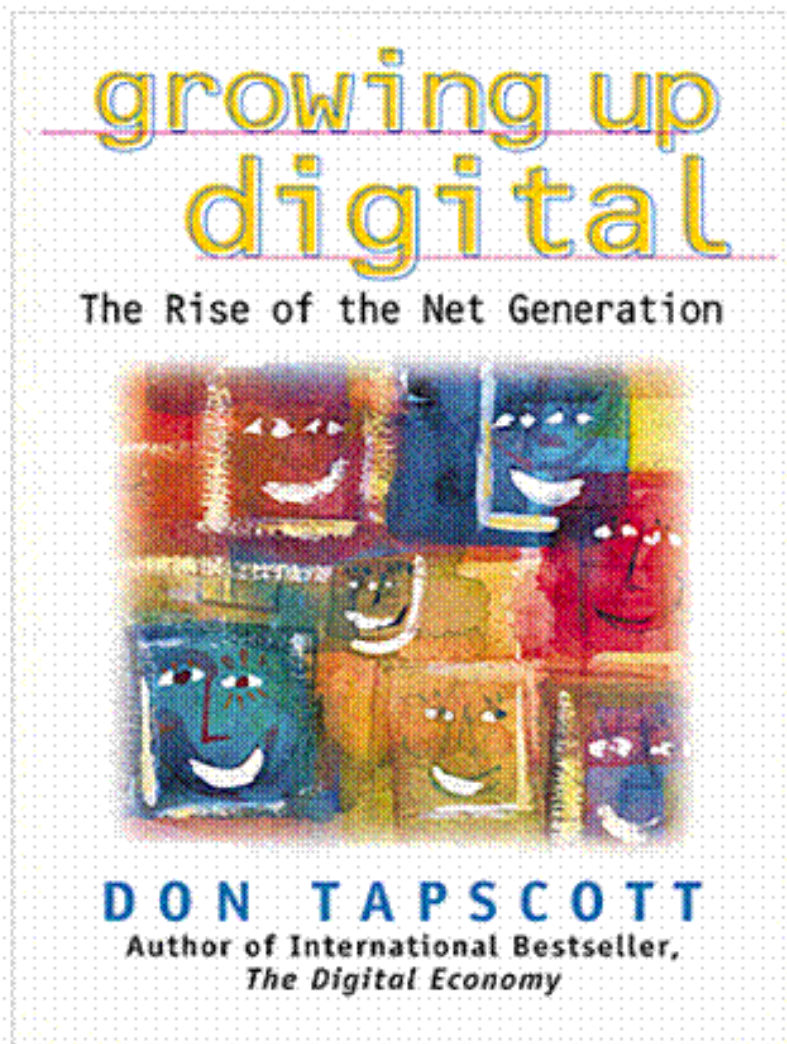
The Demographic Revolution

Web 2.0

**The
Net
Generation**

The Social
Revolution

The
Economic
Revolution



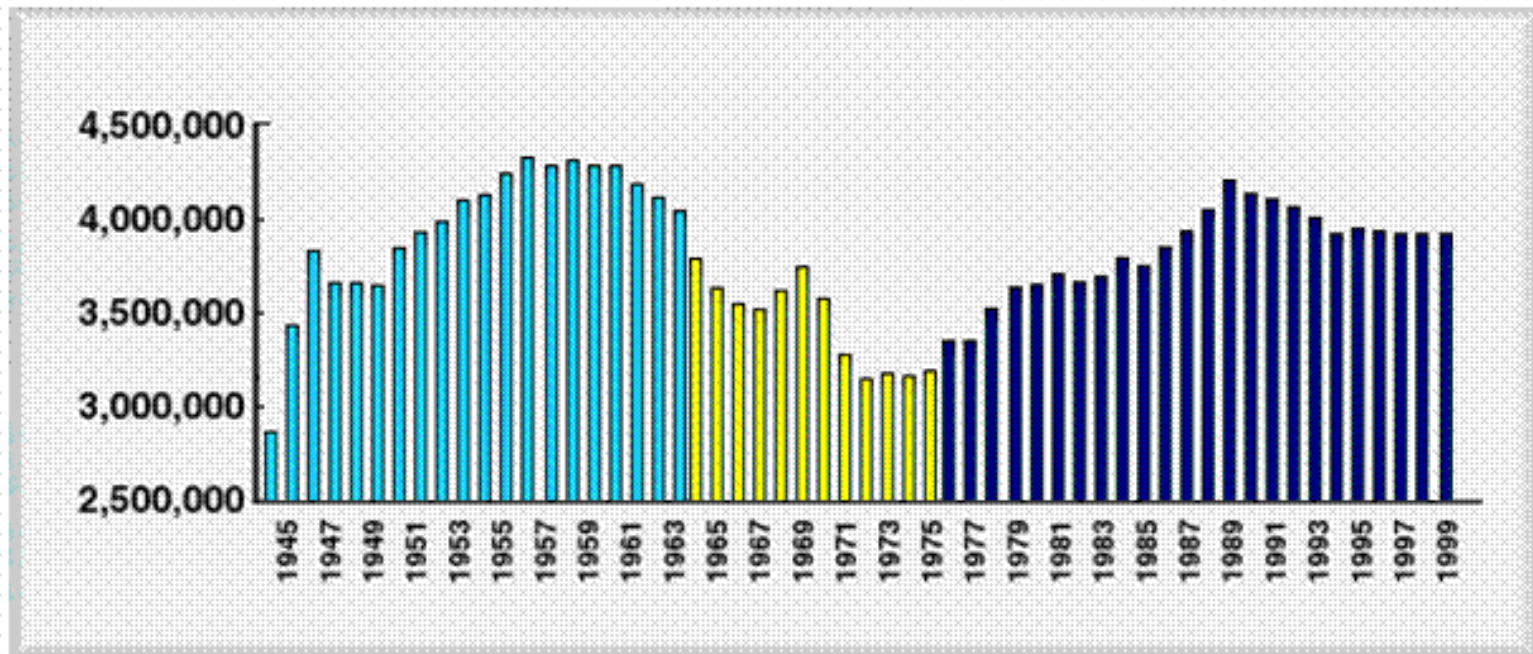
The Birth Rate: Boom, Bust and Echo

Web 2.0

**The
Net
Generation**

The Social
Revolution

The
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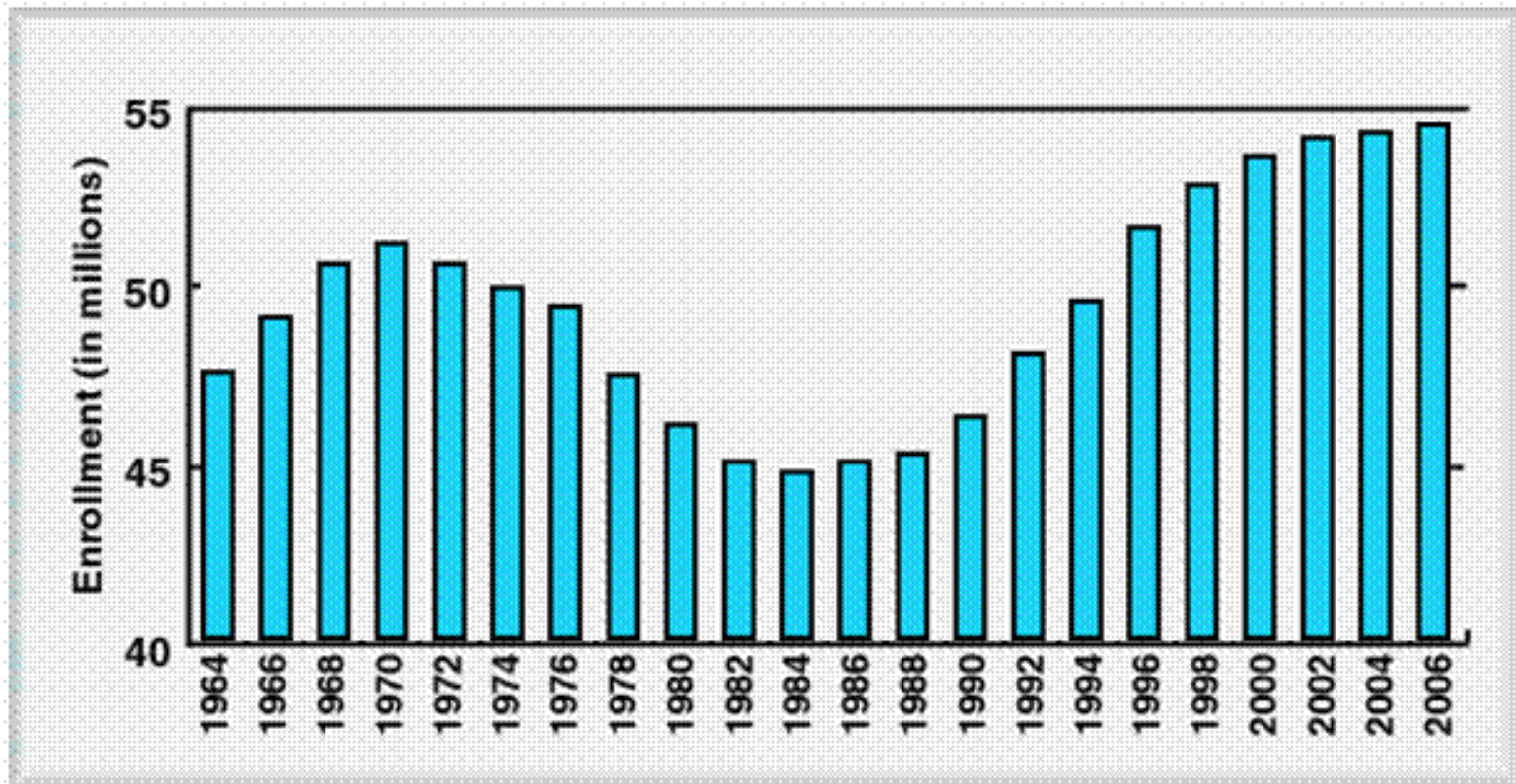
School Enrollment

Web 2.0

**The
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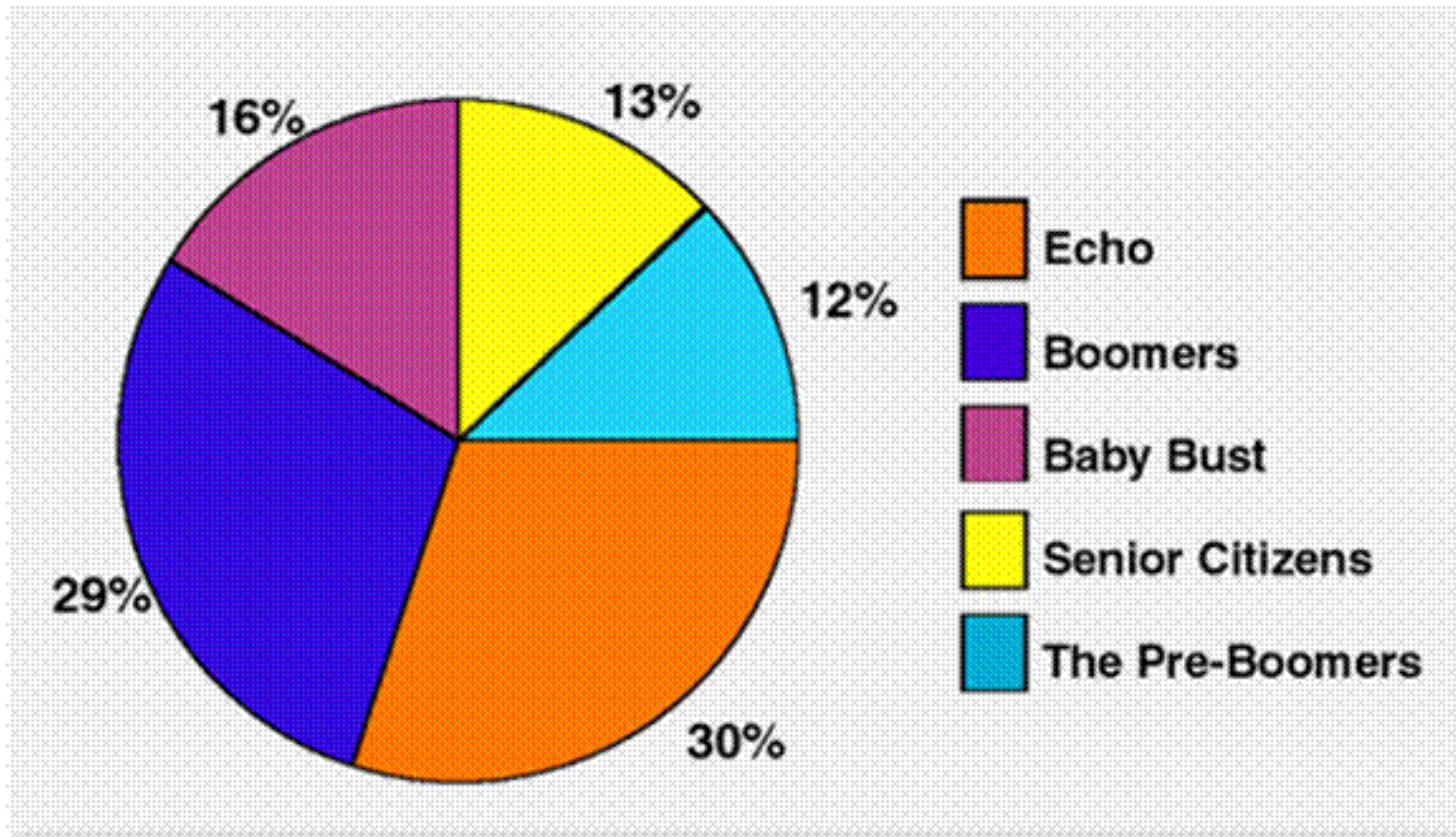
The Louder Echo

Web 2.0

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Digital Immigrants – The Net Generation

Web 2.0

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Global Growth of the Web

Web 2.0

The
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The Social
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The
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	Population (2005 Est.)	Internet Users Latest Data	User Growth (2000-2005)	Penetration (% Population)
<i>Asia</i>				
China	1,296,110,643	103,000,000	358%	8%
India	1,094,870,677	39,200,000	684%	4%
Indonesia	219,307,147	15,300,000	665%	7%
Vietnam	82,851,971	5,870,000	2835%	7%
<i>Eastern Europe</i>				
Czech Republic	10,230,271	4,800,000	380%	47%
Latvia	2,306,489	810,000	440%	35%
Slovakia	5,379,455	2,276,000	250%	42%
<i>South America</i>				
Brazil	181,823,645	22,320,000	346%	12%
Chile	15,514,014	5,600,000	219%	36%
<i>Benchmark Countries</i>				
United States	296,208,476	203,274,683	113%	69%
Germany	82,726,188	47,127,725	96%	57%
Japan	128,137,485	78,050,000	66%	61%
South Korea	49,929,293	32,570,000	71%	65%

Source: Copyright 2005, Minivalls International, LLC. All rights reserved.

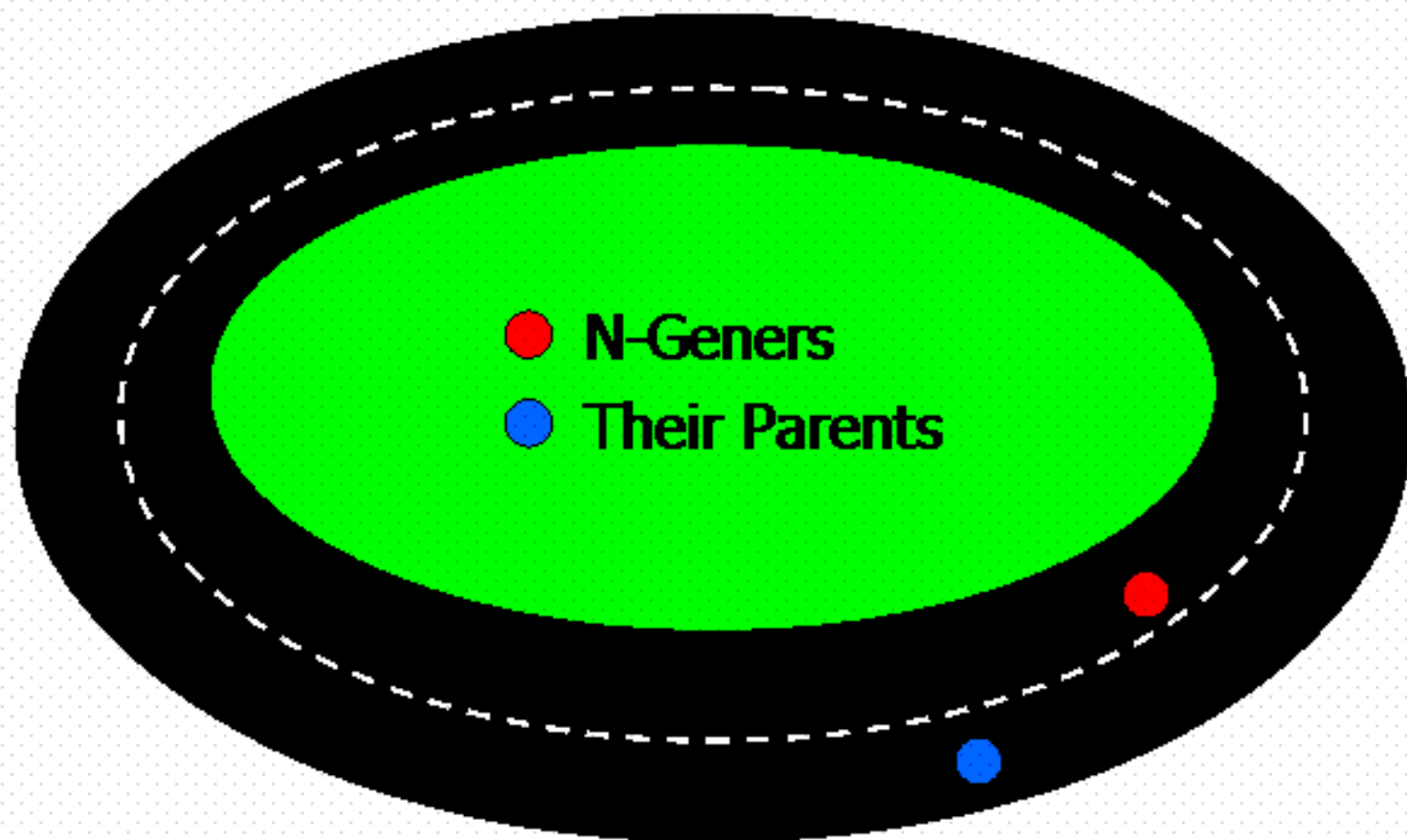
The Generation Lap

Web 2.0

**The
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The
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The Net Generation

Web 2.0

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Video available for viewing online at www.newparadigm.com

The Net Generation Norms

Web 2.0

**The
Net
Generation**

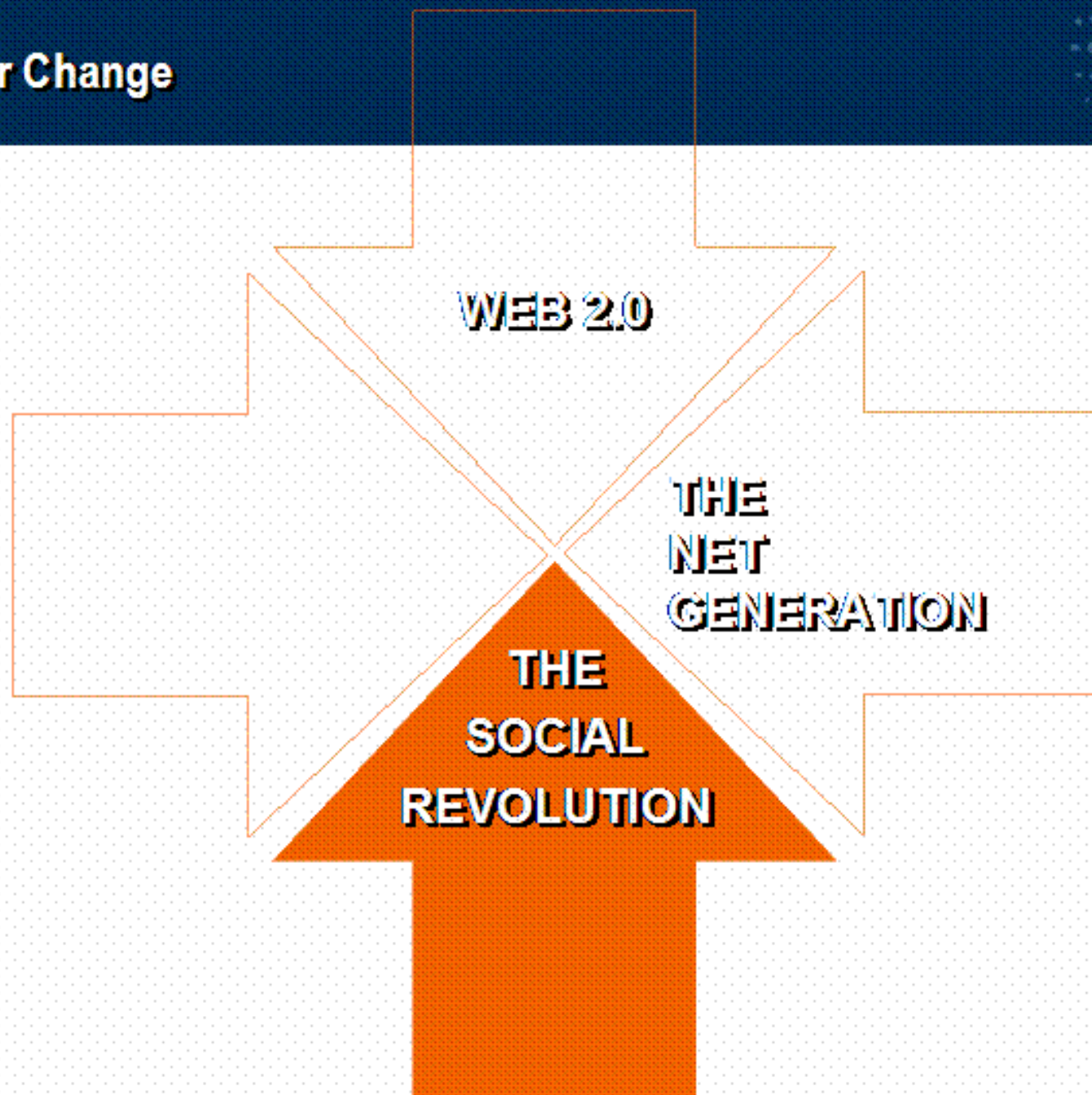
The Social
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The
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- **Freedom**
- **Customization**
- **Scrutinizers**
- **Integrity**
- **Collaboration**
- **Entertainment**
- **Speed**
- **Innovation**



Four Drivers for Change



The Rise of Collaborative Communities

Flickr.com beats WebShots.com

flickr BETA TM

vs.

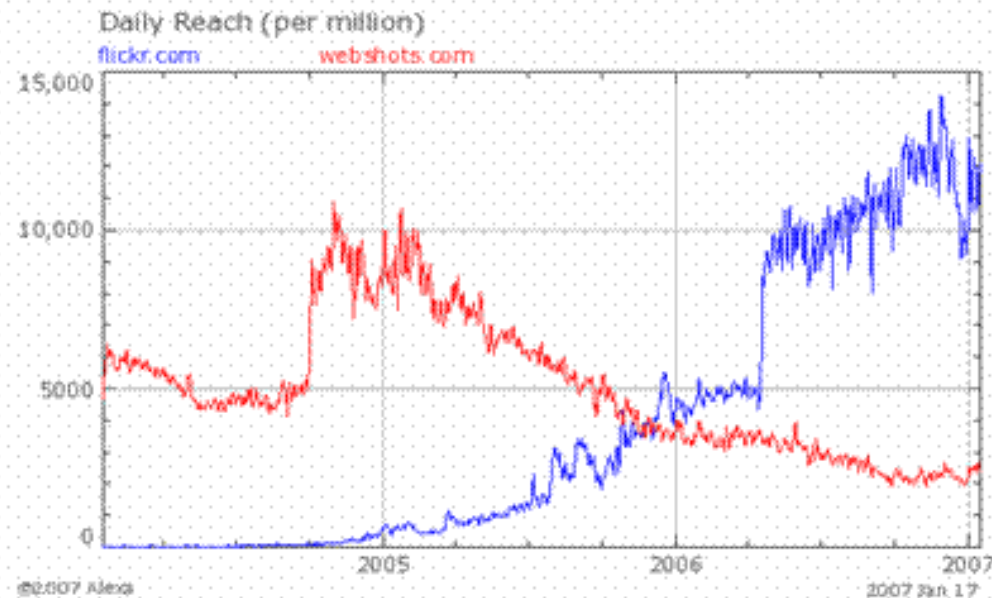
WEBSHOTS

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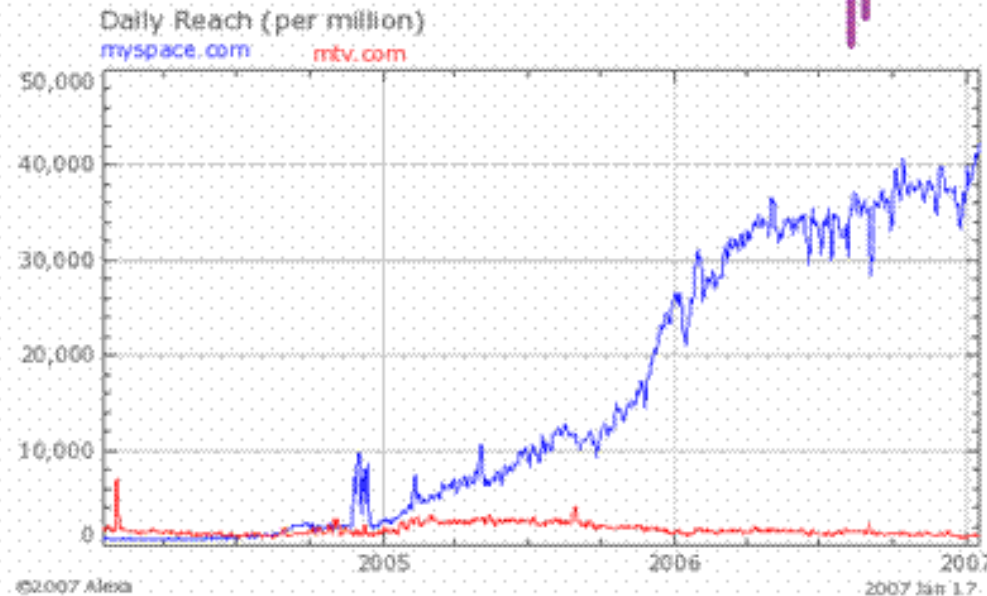


The Rise of Collaborative Communities

Myspace.com beat MTV.com



VS.



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The Rise of Collaborative Communities

Web 2.0

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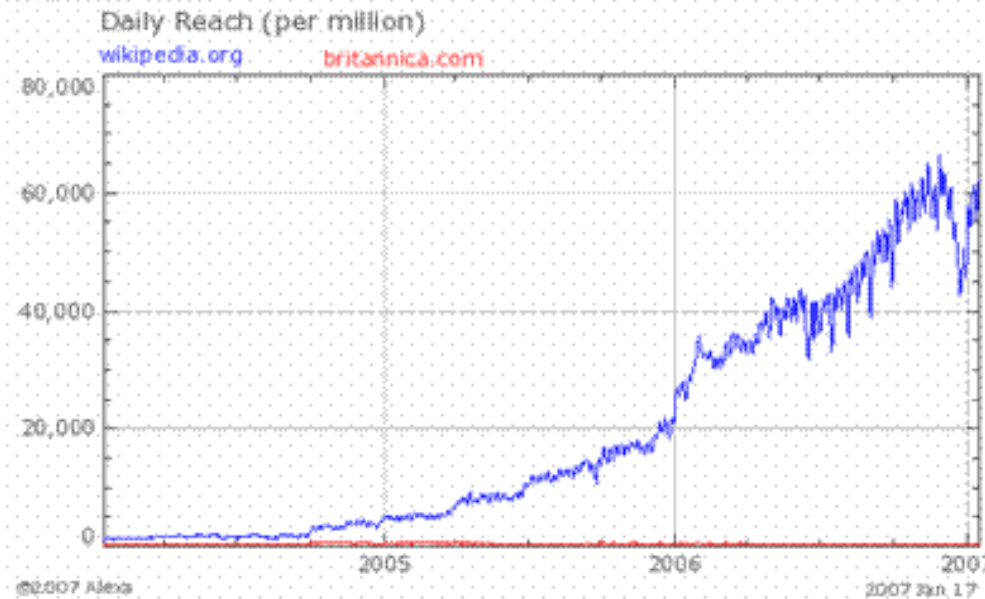
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Wikipedia.org beats Britannica.com



WIKIPEDIA
Die freie Enzyklopädie

VS.



The Rise of Collaborative Communities

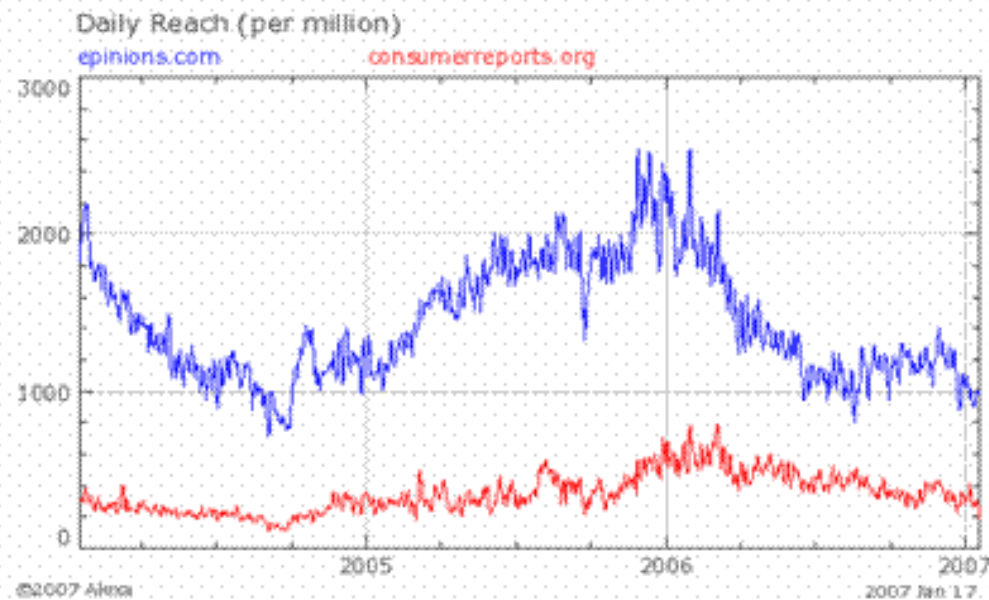
Epinions.com vs ConsumerReports.org



vs.

Expert • Independent • Nonprofit

ConsumerReports.org



Web 2.0

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Alex Tapscott's Wikinomicists Community

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facebook

[home](#) [search](#) [browse](#) [invite](#) [help](#) [logout](#)

Wikinomicists of the World Unite
Global

Search

My Profile edit

My Friends

My Photos

My Shares

My Notes

My Groups

My Events

My Messages

My Mobile

My Account

My Privacy

Information

Group Info

Name: Wikinomicists of the World Unite

Type: Internet & Technology - Cyberculture

Description: A group dedicated to spreading the gospel of mass collaboration. Smart businesses are harnessing the power of the collective mind to succeed in the new global economy, and we want you to join!

Contact Info

Email: atapsco108@amherst.edu

Website: www.wikinomics.com

Office: 65 Highland Avenue, 3rd Floor, 1st Door on the Left

Street: Highland Avenue

City: Toronto, Ontario

Recent News

Wikinomics, by Don Tapscott and Anthony Williams, set for release on December 28th

USA Today set to review Tapscott's new book on December 27th

7 Part Series in the Globe and Mail to start on December 25th

Get the link to Part One of the GAM Series at:
<http://www.theglobeandmail.com/servlet/story/RTGAM.2>

Discussion Board

There are no discussions. Start the first topic.

Members

This group has 131 members. [See All](#)



Danny



Andrew Abernombie



Dan Zinatowycz



Cadin Betts



Adelme MacNaughton



Darsel Abichandani

Officers

David Poettcker (Berkeley)
Regional Coordinator for West Coast of U.S.

Ben Sharpe (Dalhousie)
IT Director

Niki Tapscott (UWO)
Co-Collaboration Friggin' Coordinator

Billy Hennessey (UWO)
Event Coordinator

Alexandre Rouleau (McGill)
Regional Coordinator for Quebec and Newfoundland

Joanna Griffiths (Queen's Canada)
Regional Coordinator for Eastern Canada (including Quebec and Newfoundland)

Mohi Moghaniyeh (Amherst)
Regional Coordinator for Eastern U.S. and Sub-Saharan Africa

Alex Rennie (TCD)
Regional Coordinator for Ireland and Scotland

Alex McHullin (Amherst)
Regional Coordinator for Eastern Europe and Scandinavia

William Warren (Amherst)
Regional Coordinator for East Asia and Mongolia

Alex Salzillo (Amherst)
Regional Coordinator for Germany, Holland, Belgium, and France

Alex Tapscott (Amherst)
Collaboration Coordinator

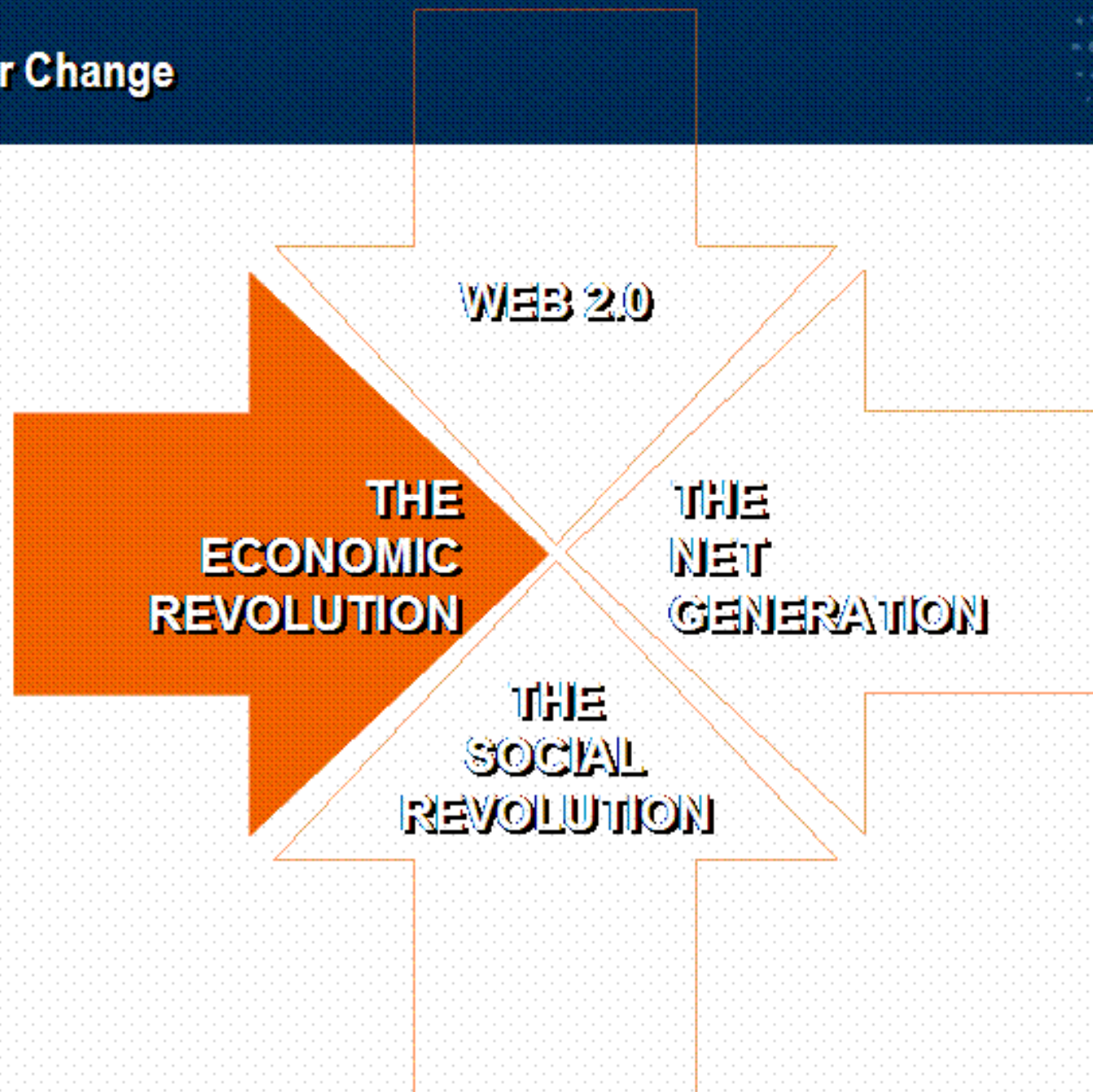


WIKINOMICS
How Mass Collaboration Changes Everything

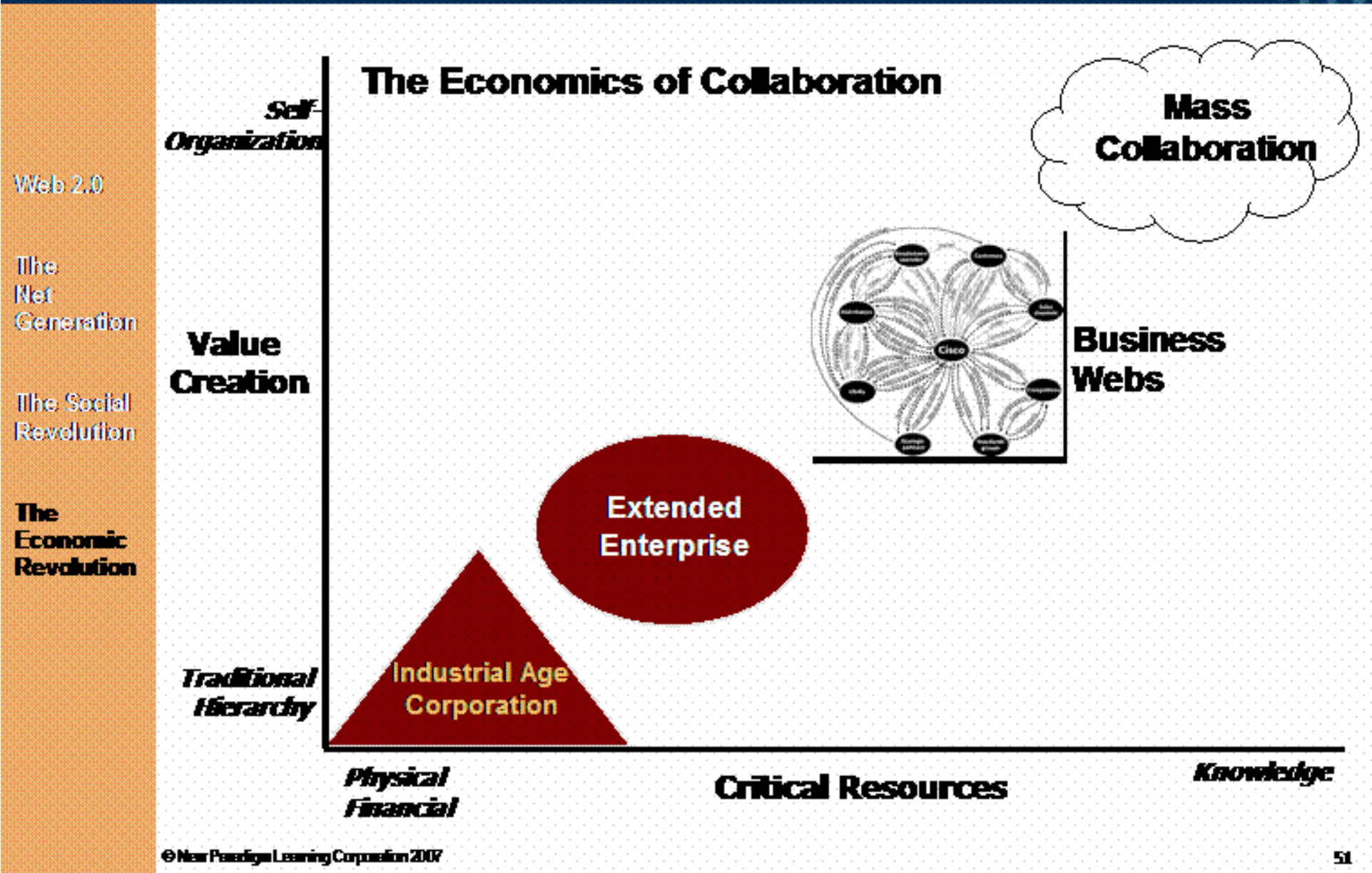
Don Tapscott
with Anthony D. Williams

[Invite People to Join](#)
[Leave Group](#)
[Report Group](#)
[Share](#)

Four Drivers for Change



Mass Collaboration – 1. Peering



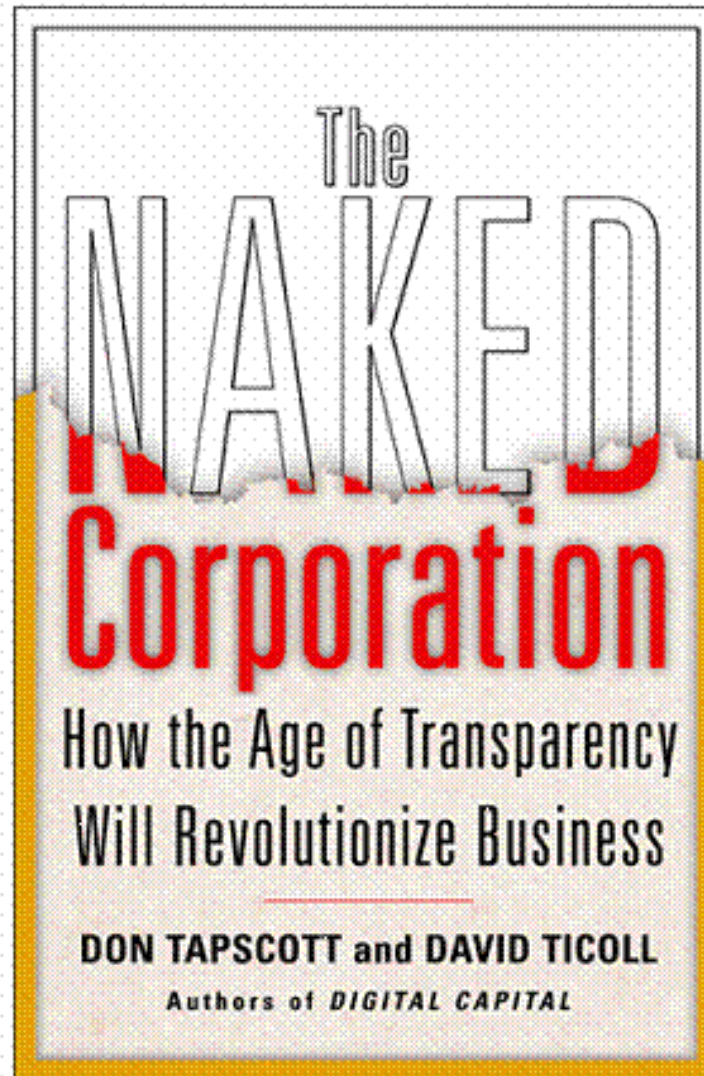
Mass Collaboration – 2. Being Open

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Mass Collaboration – 3. Sharing

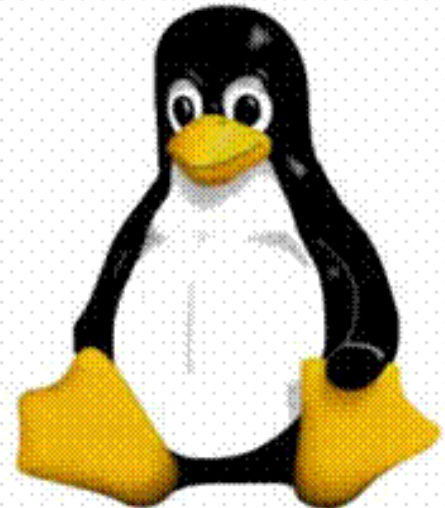
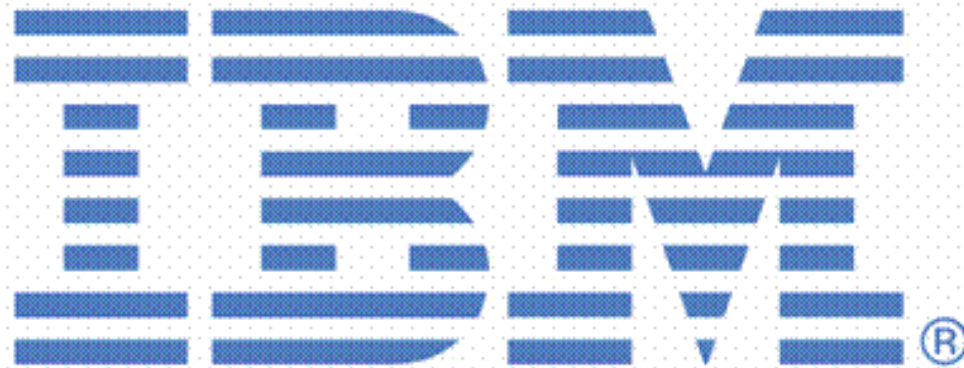
3. Sharing

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Economic
Revolution**



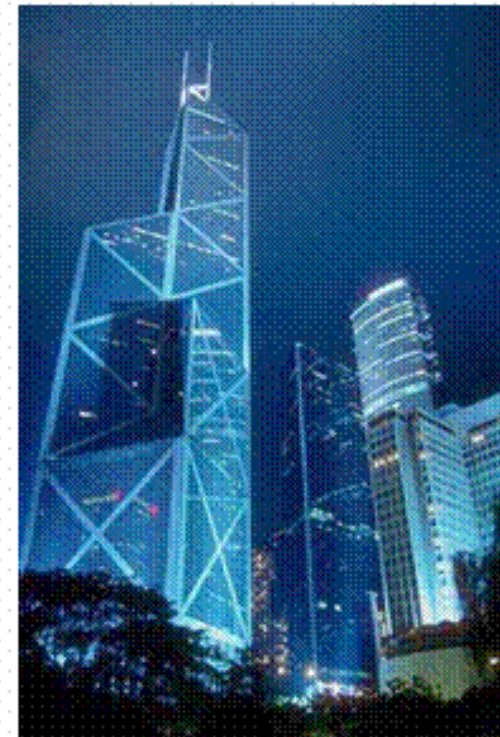
Mass Collaboration – 4. Acting Global

Web 2.0

The
Net
Generation

The Social
Revolution

**The
Economic
Revolution**



- Engine - US, Japan, Europe
- Multi-national
- Act Local

- Engine - China, India, emergent
- Global
- Act Global

The Enterprise 2.0 and the Rise of Mass Collaboration

Web 2.0

The
Net
Generation

The Social
Revolution

**The
Economic
Revolution**

1. **Peering**
2. **Being Open**
3. **Sharing**
4. **Acting Global**

Digital Conglomerates

Web 2.0

The
Net
Generation

The Social
Revolution

The
Economic
Revolution

Microsoft[®]

Google[™]

YAHOO![®]

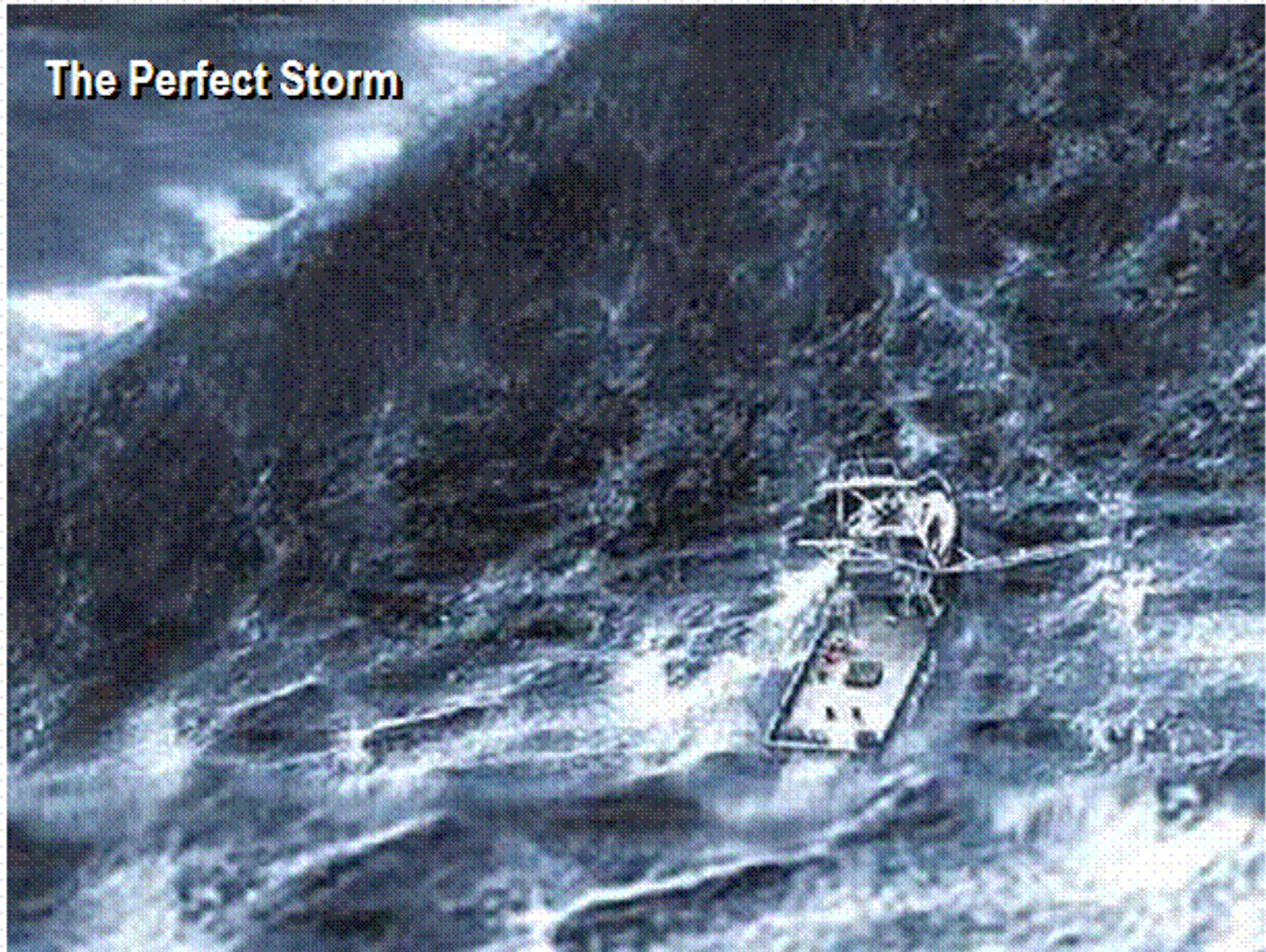
amazon.com.


ebay[®]

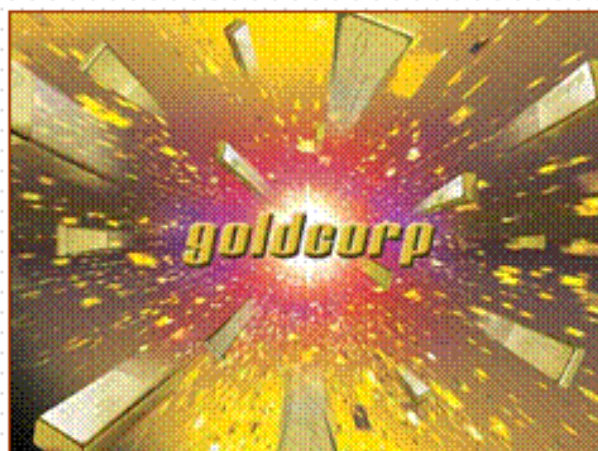
Four Drivers for Change



The Perfect Storm



Harnessing Mass Collaboration



A 50 year old mining company peers, opens, shares its proprietary data and acts globally in a bid to transform itself and explore the extent of a rich new find.

A screenshot of the Goldcorp website interface. The page features a dark blue background with gold accents. At the top, the Goldcorp logo is displayed. Below the logo, there are several key metrics: 'Current Gold Price is US\$ 448.98/ounce' and 'Current Share Price' with values for NYSE, OTC, and TSX. A navigation menu on the right includes links for 'Share Information', 'Profile', 'Investor Centre', 'Corp. Governance', 'Financials', 'Operations', 'Exploration', and 'Questions?'. A central banner promotes a 'Weekly Luncheon' with a photo of gold bars. At the bottom, there are buttons for 'Upcoming Events', 'Earnings Dates', 'Buy a High-grade Sample', and 'Information on Gold'. A footer section includes 'Request Information', 'EMAIL ALERTS', and a search bar.

Harnessing Mass Collaboration

1. **Peer Pioneers**
2. **Ideagoras**
3. **Prosumers**
4. **The New Alexandrians**
5. **Open Platforms**
6. **The Global Plant Floor**
7. **The Wiki Workplace**

Harnessing Mass Collaboration

1. Peer Pioneers



project page discussion edit this page history

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Wikipedia:Articles for deletion/Wikinomics

From Wikipedia, the free encyclopedia
- Wikipedia:Articles for deletion

The following discussion is an archived debate of the proposed deletion of the article below. **Please do not modify it.** Subsequent comments should be made on the appropriate discussion page (such as the article's talk page or in a [deletion review](#)). No further edits should be made to this page.

The result of the debate was **delete**. [Maller Diablo](#) 02:35, 28 February 2006 (UTC)

Wikinomics [edit]

Neologism, original research. Some 60 Google hits, only 16 unique. I don't see any of those that appear to match the neologism being coined in this article. [Ifnord](#) 14:49, 22 February 2006 (UTC)

- **Delete** Agreed. [Jim](#) 14:54, 22 February 2006 (UTC)
- **Delete** as per norm. The creator's article growth calculations fail to factor in **deletion**. [Bobby1011](#) 14:56, 22 February 2006 (UTC)
- **Delete** as per [WP:NOR](#) and neologism. --[Terence Ong](#) 15:44, 22 February 2006 (UTC)
- **Delete** per Bobby. --[Siva1979](#)^{Talk to me} 15:59, 22 February 2006 (UTC)
- **Delete**. The author of this upcoming book [Don Tapscott](#) is notable, but this book-in-progress is not. Possible advertisement. [Monkeyman](#)^(talk) 16:10, 22 February 2006 (UTC)
- I moved most of the content to wikisource but I just got a note from Zhaladshar I just noted that you added a page called "Wikinomics" to Wikisource. I should point out that this document reads like something that you yourself wrote, and since there is no information regarding a possible source for it, I'm guessing you did write it. Unfortunately, this type of document isn't covered under Wikisource. I would propose that you export the page to probably Wikipedia, where a document of this kind is accepted. Thank you for your involvement in Wikisource!—Zhaladshar (Talk) 19:56, 22 February 2006 (UTC) Retrieved from "http://en.wikisource.org/wiki/User_talk:Dmccreary&"

Wikipedia's Current *Wikinomics* Entry



The screenshot shows the Wikipedia article for "Wikinomics". At the top left is the Wikipedia logo and navigation menu. The article title "Wikinomics" is prominently displayed. Below the title is a summary: "From Wikipedia, the free encyclopedia". The main text of the article discusses the book "Wikinomics: How Mass Collaboration Changes Everything" by Don Tapscott and Anthony D. Williams, published in January 2007. It explains how mass collaboration and open-source technology like wikis have become successful in business, contrasting it with outsourcing. A donation banner at the top right shows a current total of \$956,731.55. The page also includes sections for "Related pages" (Crowdsourcing, Outsourcing, Participatory organization, Human-based computation) and "External links" (Official site, Mass collaboration could change way companies operate article in USA Today).

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[article](#) [discussion](#) [edit this page](#) [history](#)

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Wikinomics

From Wikipedia, the free encyclopedia

Wikinomics: How Mass Collaboration Changes Everything is a January 2007 book by Don Tapscott and Anthony D. Williams. It explores how some companies in the early 21st century used mass collaboration and open-source technology such as wikis to be successful. The use of mass collaboration in a business environment, in recent history, can be seen as an extension of the trend in business to outsource: externalize formerly internal business functions to other business entities. The difference however is that instead of an organized business body brought about into being specifically for a function, mass collaboration relies on free individual agents to come together and cooperate to improve a given operation or solve a problem. This kind of outsourcing is also referred as *crowdsourcing*, to reflect this difference. This can be incentivized by a reward system, but this is not a requirement.

Related pages

- Crowdsourcing
- Outsourcing
- Participatory organization
- Human-based computation

External links

- Official site
- Mass collaboration could change way companies operate, article in USA Today

[\[edit\]](#) [\[edit\]](#)

Harnessing Mass Collaboration

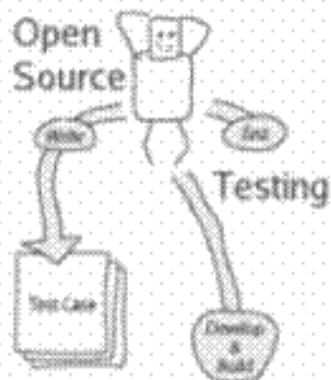
1. Peer Pioneers



Harnessing Mass Collaboration

1. Peer Pioneers

spike
SOURCE



Harnessing Mass Collaboration

Current Member Count : 101,980 - January 12, 2007

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[TOPCODER]



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Development
Contests

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- ▶ **Software Competitions**
Compete in Software [Design](#), [Development](#),
[Assembly](#), and [Testing](#) Competitions and
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▶ Highlights

Undergraduate VP of
multinational company [_more](#)
(December 8)



Programming Contests Show
Impressive Growth
(PDF) [_more](#)
(December 6)

Software

Harnessing Mass Collaboration

1. Peer Pioneers – Financial Services

Zopa.com peer lending

Borrow from Zopa lenders...

Your loan request

How much do you want to borrow?

£2,000.00

Up to how long do you want to borrow it? (you can repay at any time with no penalty)

-- pick --

12 months

✓ 24 months

36 months

You are requesting this amount in bids of £10 each.

Repayment protection

What would you do if through no fault of your own, you were unable to keep up repayments on your loan? We can offer you repayment protection insurance that will take care of your monthly commitment to other Zopa members if you're unable to. [Find out more](#)

I would like to take up the offer of Zopa Repayment Protection.

I do not want Zopa Payment Protection.



Welcome to Zopa
The first lending and borrowing
exchange

Harnessing Mass Collaboration

1. Peer Pioneers – Financial Services

Marketocracy.com Investment Management

The screenshot shows the Marketocracy.com website interface. At the top, there is a navigation bar with the Marketocracy logo, a login section with fields for 'username:' and 'password:', and links for 'log in', 'forgot?', and 'sign up'. Below the navigation bar are menu items: 'home', 'research', 'rankings', 'run a fund', 'TICKER', and 'stock info'. The main content area features the text: 'Finding the best investors in the world ...' and '... the m100 Index delivers higher return with less risk.' To the right of this text is a line chart titled 'PERFORMANCE (m100 Index vs S&P 500 Index)'. The chart plots the performance of the m100 Index (orange line) and the S&P 500 Index (green line) from March 2001 to March 2006. The y-axis represents percentage return, ranging from -20% to 130%. The m100 Index shows a significantly higher return, ending at approximately 110% with a Beta of 0.85, while the S&P 500 Index ends at approximately 30% with a Beta of 1.00. At the bottom of the screenshot, there is a 'latest news' section with a link to 'Free trial to our MarketScope Newsletter' and a 'TICKER' section with a 'stock info' button.

marketocracy

username: password: [log in](#) [forgot?](#) [sign up](#)

[home](#) [research](#) [rankings](#) [run a fund](#) [TICKER](#) [stock info](#)

Finding the best investors in the world ...

... the m100 Index delivers higher return with less risk.

PERFORMANCE
(m100 Index vs S&P 500 Index)

m100 Index
Beta: 0.85

S&P 500 Index
Beta: 1.00

latest news: [Free trial to our MarketScope Newsletter](#) [TICKER](#) [stock info](#)

Harnessing Mass Collaboration

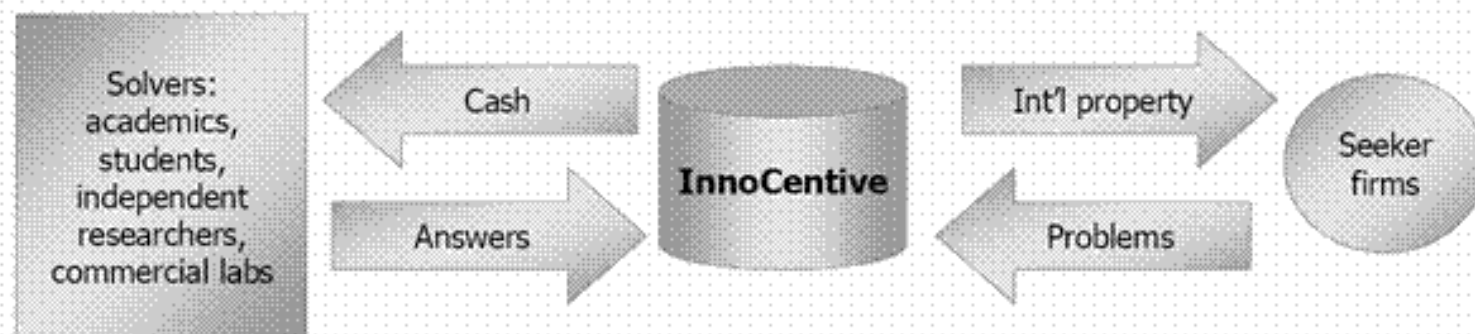
2. Ideagoras

Creating an eBay for innovation

- How do you create a vibrant marketplace where you leverage other people's talents, ideas and assets quickly and move on?
- P&G's Larry Huston: "Alliances and joint ventures don't open up the spirit of capitalism within the company. They're vestiges of the central planning approach when instead you need free market mechanisms."



How InnoCentive works:



Harnessing Mass Collaboration

2. Ideagoras

ideaCONNECTION

Home
Sell Ideas
Solve Problems
View Ideas Wanted
Buy Ideas
Seek Solutions
Post Ideas Wanted
Request Ideas
Newsletter
Resources
Tell a Friend
FAQ
TOS
Privacy
About
Contact
Link to Us

Idea News:
[\\$10,000 Awarded to Single-handed Eclair Kit](#)
[Intellectual Property Contest Winner Announced](#)

Buy and sell inventions, innovations, patents and ideas. Seek Solutions. Solve Problems.

Welcome to the Internet's premier idea exchange. You can post inventions, innovations, new products and patents for sale to an exclusive group of international buyers, or buy from an extensive, pre-screened database of quality postings. You can also use this service to Solve Problems or Seek Solutions.

Aeronautics	Consumer Products	Healthcare	Nanotech
Aquaculture	Design	Internet	Optometry
Architecture	Earth Sciences	Manufacturing	Pharmaceutical
Biotech	Energy	Marine	Physics
Business	Engineering	Material Science	Robotics
Chemistry	Ergonomics	Mathematics	Telecommunications
Computer Science	Forestry	Medical Devices	Transportation
Construction	Genetics	Mining	

Inventors, Innovators, Designers, Engineers:
Inventors, innovators, scientists, engineers and designers use IdeaConnection to sell ideas, solve problems, and receive money, recognition, and job opportunities.

Entrepreneurs, Corporate Innovators, Investors:
Entrepreneurs, corporate innovators and investors can buy ideas, inventions, patents and innovations; and request creative solutions to specific problems.

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Password:

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Idea Contests:
[9th International Food And Beverage Creative Awards](#)
Entry Deadline: Feb-16-07
[Spark Awards](#)
Entry Deadline: Mar-01-07, Late Deadline Apr-30-07
[More Idea Contests](#)

Idea Conventions:
[Trade Shows](#)

Harnessing Mass Collaboration

2. Ideagoras

The screenshot shows the Cambrian House website homepage. At the top left is the logo for Cambrian House, with the tagline "crowdsourced software". To the right of the logo is a login section with fields for "email" and "password", and buttons for "Sign up here!" and "Forgot Password?". Further right are links for "Careers", "Contact Us", "Take a Tour", and "FAQ".

The main content area is divided into several sections:

- About Us**: A vertical list of navigation links including "HOW IT WORKS", "IDEAWARZ", "IDEA EXPLORER", "SUBMIT IDEAS", "SUBMIT CODE", "Submit Creative", "COMMUNITY", and "BLOG".
- Crowdsourced Software.**: A large banner with a birthday cake graphic. Text includes "CAMBRIAN HOUSE IS ONE YEAR OLD!", "February is our birthday month. Time to celebrate!!", and "One step closer to Beta 'Free-ness'".
- ideas**: A section with the tagline "sticky ideas get PAID!" and a "SUBMIT AN IDEA" button. It features a small image of a snowboarder and text: "DO YOU HAVE WHAT IT TAKES? Robinhood Fund The Snowboard Challenge".
- DAJACKEL JUST WON \$10,000**: A section with a "PRODUCTIVITY PLANT" graphic and a small image of a plant.

At the bottom, there are two columns of text:

- Contribute and get paid**: "Our contributors profit from their idea, code and creative submissions. We want to send you money, so join our Community, hammer it out in HorseForge, and start rolling in the dough!"
- Make-it-work time.**: "We're already market testing and developing ideas into profitable products! We want to realize your ideas on Internet time, with the same quick development you see here. Got something worth building?"

Harnessing Mass Collaboration

3. Prosumers



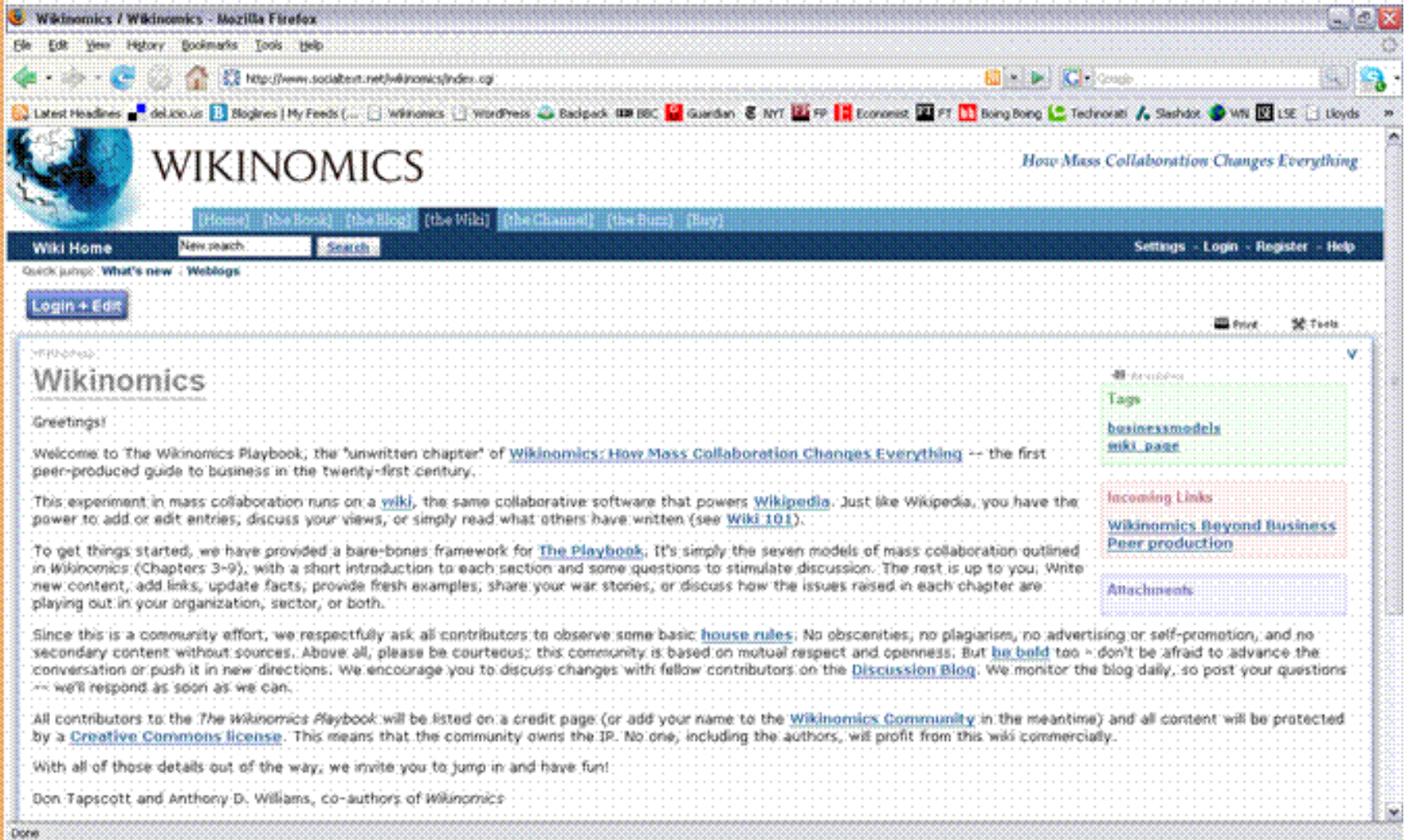
Harnessing Mass Collaboration

3. Prosumers – Case: “Music Industry–The Remix”



Harnessing Mass Collaboration

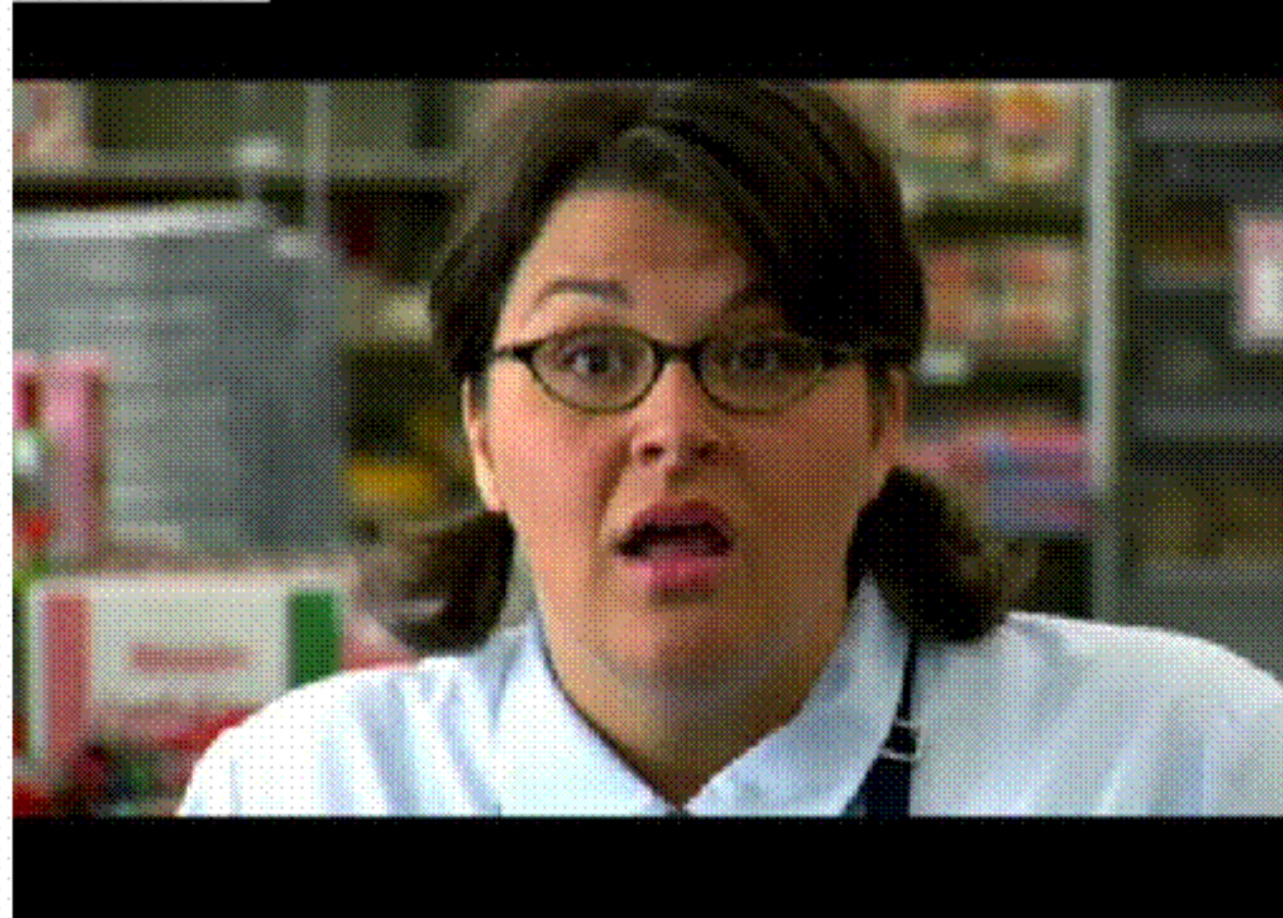
3. Prosumers – Help Us Write the Final Chapter!



The screenshot shows a Mozilla Firefox browser window displaying the Wikinomics website. The browser's address bar shows the URL <http://www.socialtext.net/wikinomics/index.cgi>. The website header features the Wikinomics logo, a navigation menu with links for Home, Book, Blog, Wiki, Channel, Buss, and Buy, and a search bar. Below the header, there is a "Quick jump" section with links for "What's new" and "Weblogs", and a "Login + Edit" button. The main content area is titled "Wikinomics" and includes a "Greetings!" section. The text in this section reads: "Welcome to The Wikinomics Playbook, the 'unwritten chapter' of [Wikinomics: How Mass Collaboration Changes Everything](#) -- the first peer-produced guide to business in the twenty-first century. This experiment in mass collaboration runs on a [wiki](#), the same collaborative software that powers [Wikipedia](#). Just like Wikipedia, you have the power to add or edit entries, discuss your views, or simply read what others have written (see [Wiki 101](#)). To get things started, we have provided a bare-bones framework for [The Playbook](#). It's simply the seven models of mass collaboration outlined in [Wikinomics](#) (Chapters 3-9), with a short introduction to each section and some questions to stimulate discussion. The rest is up to you: Write new content, add links, update facts, provide fresh examples, share your war stories, or discuss how the issues raised in each chapter are playing out in your organization, sector, or both. Since this is a community effort, we respectfully ask all contributors to observe some basic [house rules](#). No obscenities, no plagiarisms, no advertising or self-promotion, and no secondary content without sources. Above all, please be courteous; this community is based on mutual respect and openness. But [be bold](#) too -- don't be afraid to advance the conversation or push it in new directions. We encourage you to discuss changes with fellow contributors on the [Discussion Blog](#). We monitor the blog daily, so post your questions -- we'll respond as soon as we can. All contributors to the *The Wikinomics Playbook* will be listed on a credit page (or add your name to the [Wikinomics Community](#) in the meantime) and all content will be protected by a [Creative Commons license](#). This means that the community owns the IP. No one, including the authors, will profit from this wiki commercially. With all of those details out of the way, we invite you to jump in and have fun! Don Tapscott and Anthony D. Williams, co-authors of *Wikinomics*". On the right side of the page, there are three widget boxes: "Tags" with links for [businessmodels](#) and [wiki_page](#); "Incoming Links" with links for [Wikinomics Beyond Business](#) and [Peer production](#); and "Attachments".

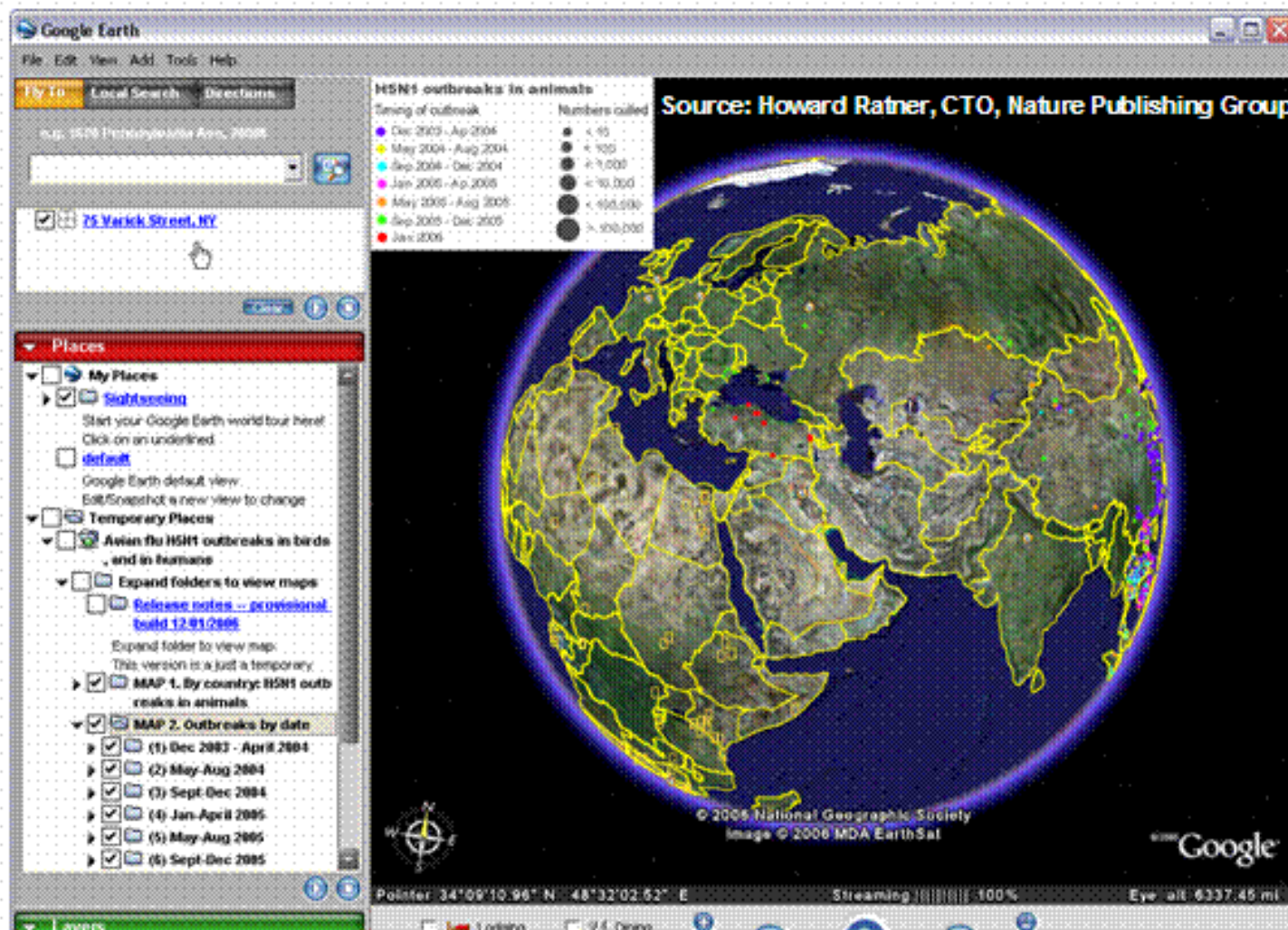
Doritos – Crash the Super Bowl Contest

www.zdsoft.com



Harnessing Mass Collaboration

4. The New Alexandrians: Nature's Google Earth Avian Flu Mashup



Harnessing Mass Collaboration


5. Open Platforms – All the world is a stage and you get to participate

Address: <http://www.housingmaps.com/> Go DragIt


Powered by [craigslist](#) and [Google Maps](#)
The data is provided by [craigslist](#) and [Google Maps](#)
[About / Feedback](#)





For Rent For Sale Rooms Sublets

City: Price: Show Filters Refresh



Drag the map with your mouse, or double-click to center.

Click on an  icon to select a city.

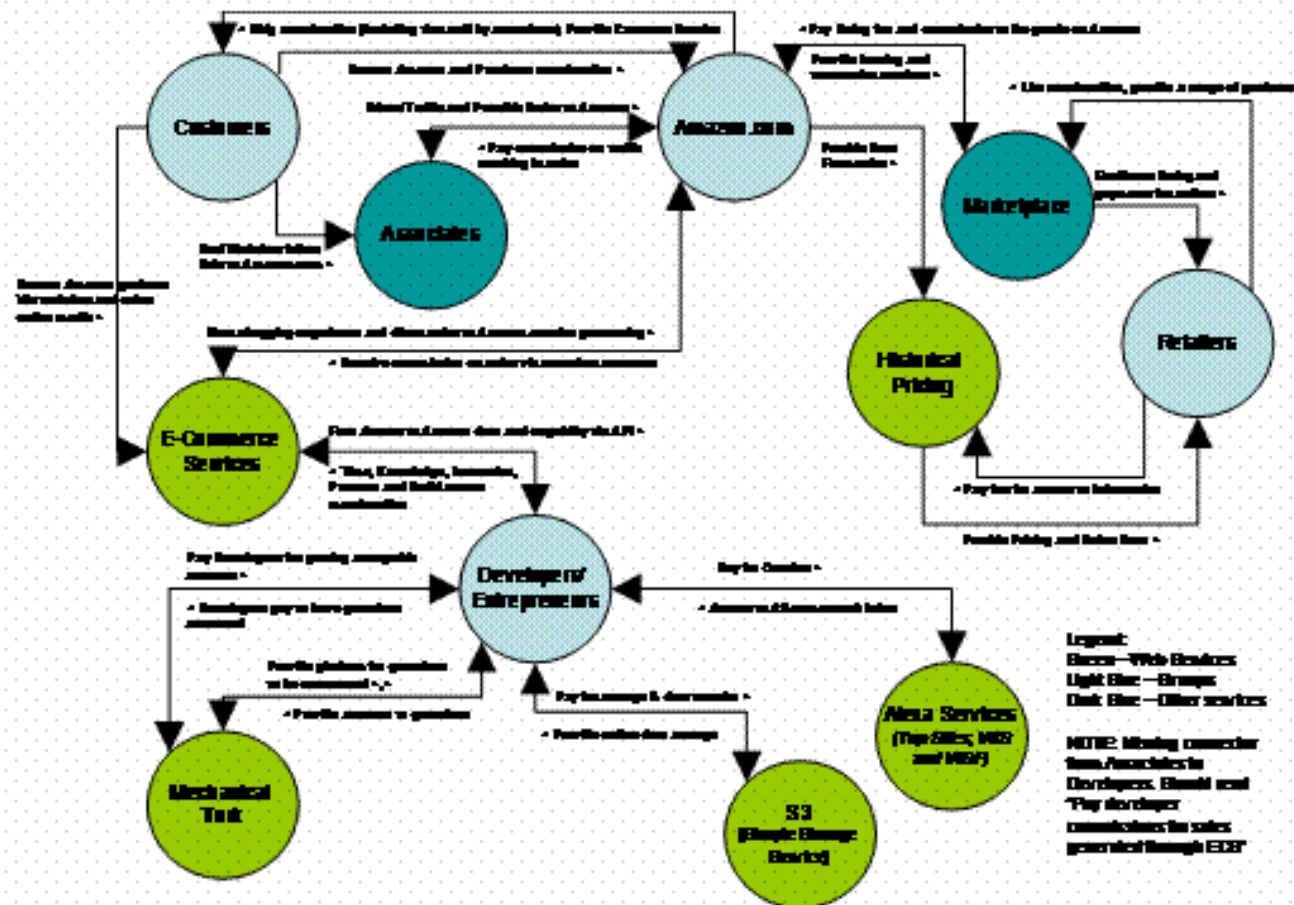
In each city, click on the  and  icons to see listings. You can also click the  and  icons next to each listing.

Yellow icons have pictures.

Set the price range using the drop-down menu above.

Harnessing Mass Collaboration

5. Open Platforms – Amazon API



Harnessing Mass Collaboration

5. Open Platforms – Pikspot

The screenshot shows a web page from Wikinomics on the Pikspot platform. The page title is "The Importance of the Internet to youth" by Don Tapscott. It features a video player with a man speaking, a "268 Audio" badge, and a "great" rating. The page includes a description, a "Post a Comment" section, and a "Link to this media" box. The Wikinomics logo and tagline "How Mass Collaboration Changes Everything" are visible at the top and bottom of the content area.

WIKINOMICS Discuss how the principles of Wikinomics impact your business

268 Audio and counting

WIKINOMICS How Mass Collaboration Changes Everything

268 Audio

great

Recently Viewed By

Don Tapscott

The Importance of the Internet to youth

Notes: This clip shows Charlie King discussing the importance of the internet in June 2008.

Description

A clip of Don Tapscott's Net Generation panel from the World Congress of Information Technology in Austin, Texas.

Time Markers

0:32 play - Charlie's link to be connected

0:58 play - Uses of the Internet

Post a Comment

Link to this media

Permanent Link

Code to embed this on your website

Tags

publishing internet social top generation

© New Paradigm Learning Co

Harnessing Mass Collaboration

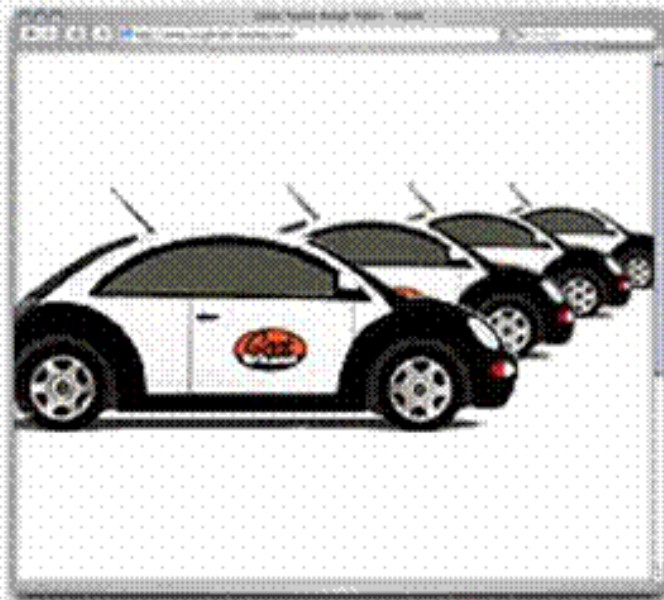
6. The Global Plant Floor



The Peer Produced Airplane

- In the past, Boeing wrote detailed specifications for each part and asked suppliers to build to plan
- Today, suppliers co-design airplanes from scratch and deliver complete sub-assemblies to Boeing's factory, where a single plane can be snapped together like Lego blocks, in as little as 3 days

7. The Wiki Workplace



Geek Squad



Harnessing Mass Collaboration

1. **Peer Pioneers**
2. **Ideagoras**
3. **Prosumers**
4. **The New Alexandrians**
5. **Open Platforms**
6. **The Global Plant Floor**
7. **The Wiki Workplace**

Crisis of Leadership

Paradigm shifts involve dislocation, conflict, confusion, uncertainty.

New paradigms are nearly always received with coolness, even mockery or hostility.

Those with vested interests fight the change.

The shift demands such a different view of things that established leaders are often last to be won over, if at all.

Marilyn Ferguson