

ICT158

Introduction to  
Information  
Systems



## Topic 7

Types of  
Information  
Systems: Social  
IS



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# Learning objectives



After completing this topic you should be able to:

- *Describe* the characteristics and components of **social information systems**
- *Name* some **technologies** used in social IS
- *Explain* how an **organisation** can make **use** of social IS for **internal collaboration** and **support**
- Briefly *describe* current approaches to **knowledge management**

Cont'd ...

# Learning objectives...



- *Describe* how an **organisation** can **use** social IS as part of their **business strategy**
- *Describe* several ways in which **crowdsourcing** can be used by an organisation
- *Discuss* how an organisation can **guard against potential risks** of social IS

# Readings



- Rainer, K.R., Prince, B., & Watson, H. (2013). *Management Information Systems: Moving Business Forward*. (2<sup>nd</sup> ed.) Wiley. Chapter 8: Social Computing [available through MyUnitReadings]
- Kroenke, D. (2013). *Experiencing MIS* (4<sup>th</sup> ed.): Cengage Learning. Chapter 8: Social Media Information Systems [available through MyUnitReadings] You can omit sections Q2 and Q3

# Overview



- What are *Social IS*?
- Social IS within the organisation
- Social media IS
- Using social IS for competitive advantage
- Crowdsourcing
- Managing the risks of social IS

# 7.1 What is Social IS?

7.1.1 Exploring the concept

7.1.2 Defining social IS

7.1.3 Features of social IS



# Information systems within the organisation [Recap from Topic 6]



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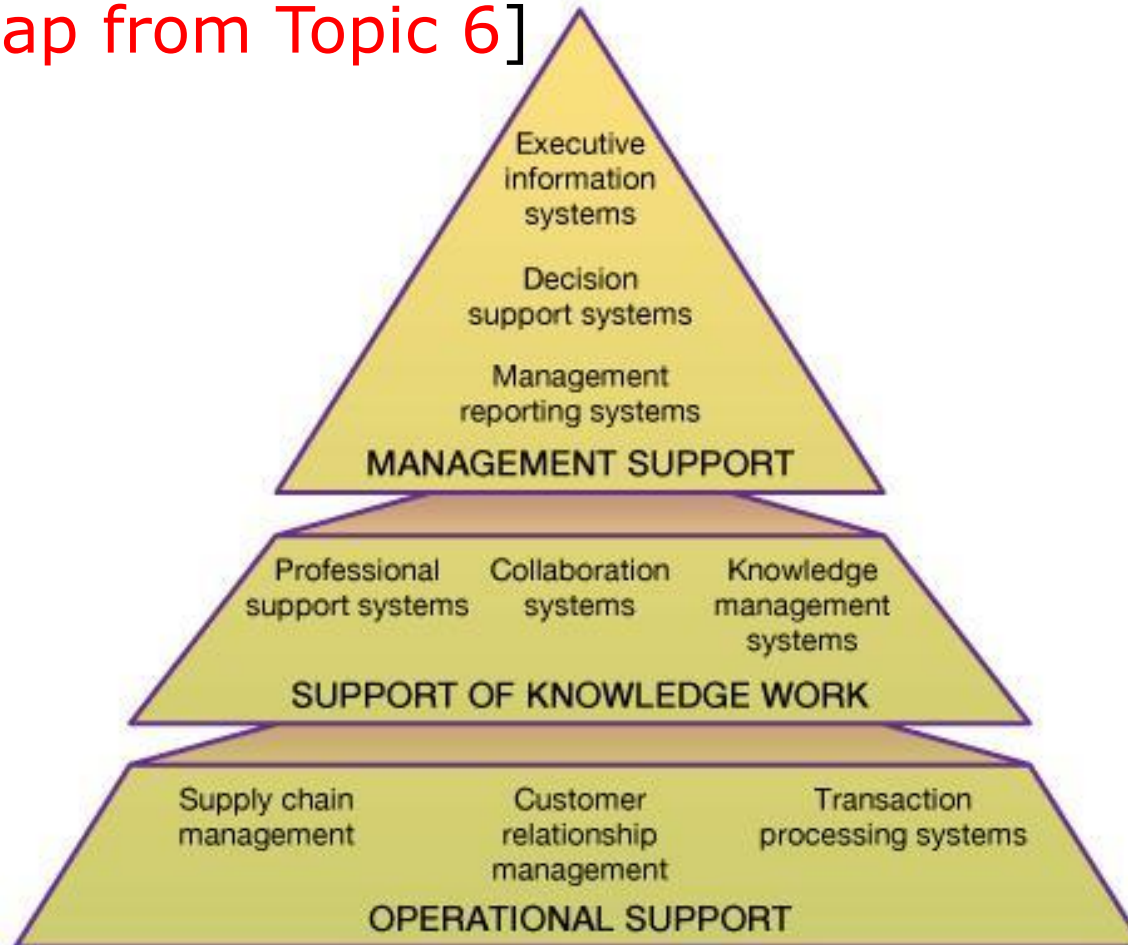
An organisation needs information systems

- that *support routine day-to-day activities* and that help it *add value* to its products and services
- that *assist in informed management* and decision making
- to *integrate* in order to provide added benefits

# Organisational information systems in perspective – an alternative view [Recap from Topic 6]



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Topic 6

**Topic 7**

Topic 6

Source: <http://www.britannica.com/EBchecked/topic/287895/information-system>

# So what is a *social* IS? Where does it fit in?



- A relatively newer concept, but growing rapidly in importance
- Not such a clear definition as TPS, MIS, etc – and encompasses many different aspects
  - Social computing, social media IS, social commerce, etc
- We will focus on how social IS support the traditional IS of an organisation and provide additional opportunities for achieving competitive advantage

# Social IS



Broadly, any IS where the focus is on *sharing* and the value of the *human* component of the information, both within and outside the organisation:

- Collaboration and professional support
- Knowledge management
- Social media IS
- Crowdsourcing

# Why *Social*?



Social computing combines the social behaviour of people with information systems to create value

Humans are social creatures, and their behaviour and decisions are influenced by social context

In social IS, information is not anonymous but is significant *because* is it linked to particular individuals, who are in turn linked to their own networks of individuals

Source: Rainer et al (2013) p274

# Why *social*?



In social computing, users rather than organisations produce, control, use and manage content via interactive communications and collaboration

This is *transforming power relationships* in organisations, as employees and customers can organise themselves and influence those in power

Organisations can benefit significantly from the innovative use of social IS – but there are also risks

# What characterises social IS?

There is no single definition but the following are some characteristics:

- Social interaction
- Openness
- Participation
- User-generated content
- Social media applications and tools  
(Facebook, Twitter, LinkedIn, blogs, wikis, etc)
- Online



# Features of social IS



	Social Information Systems	Traditional Information Systems
Sociality	Community; focus on information exchange	No community; focus on information processing
Openness	Large number of users; voluntary contributions	Limited number of users; mandatory use
Contributors	Externals, employees outside of formal hierarchy	Employees
Contents	User-generated	Generated by professionals or generated automatically
Technology	Lightweight tools, flexible structures, open source software	Often complex, fixed structure; commercial software
Location	Online; networked	Offline; local

Source: Schlagwein et al (2011)

<http://www.shawnday.eu/downloads/Schlagwein-Schroder-Fischbach-SIS%20Overview.pdf>



# Recap



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*Social IS shifts the core system function from the work and decision-making support of traditional IS to online social interaction (such as comment, rating, “friending,” and similar feedback mechanisms) or open collaboration*

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# 7.2 Social IS within the organisation



## 7.2.1 Overview

## 7.2.2 Computer-Supported Cooperative Work

## 7.2.3 Other organisational social IS

- Enterprise 2.0
- Shared repository
- Knowledge management

# Overview



Many organisations are adopting social media systems and expect to gain

- improved employee engagement
- internal communications
- the formation of internal and external communities for more effective business.

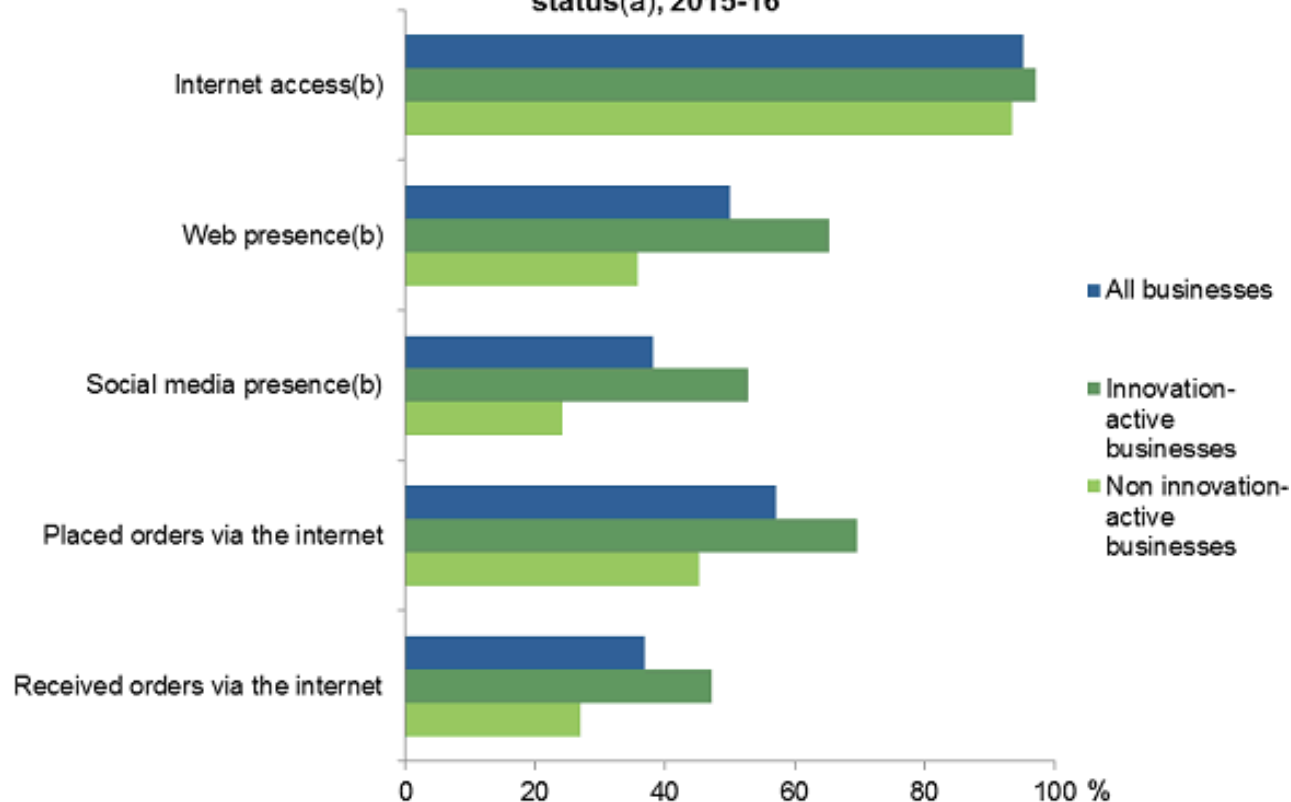
Several effective ad hoc uses of social media systems within most organisations are already under way and the staff involved are already experiencing the benefits

# Australian organisations 'social presence'



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Key indicators for Business Use of Information Technology, by innovation status(a), 2015-16



Source: (a) Proportions are of all businesses in each output category.  
(b) As at the end of the reference period, 30 June 2016.

[http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/8167.0Main%20Features12015-16?opendocument&tabname=Summary&prodno=8167.0&issue=2015-16&num=&view=ICT 158 Introduction to Information Systems](http://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/8167.0Main%20Features12015-16?opendocument&tabname=Summary&prodno=8167.0&issue=2015-16&num=&view=ICT%20158%20Introduction%20to%20Information%20Systems)

# Computer-Supported Cooperative Work (CSCW)



CSCW has been developing since the early 1980s, when computers first became available to non-IT staff

Focus of CSCW is on enabling groups of individuals to work together facilitated by various types of **groupware**

CSCW looks at how people work cooperatively in teams within an organisation and how technology impacts on that

# Groupware



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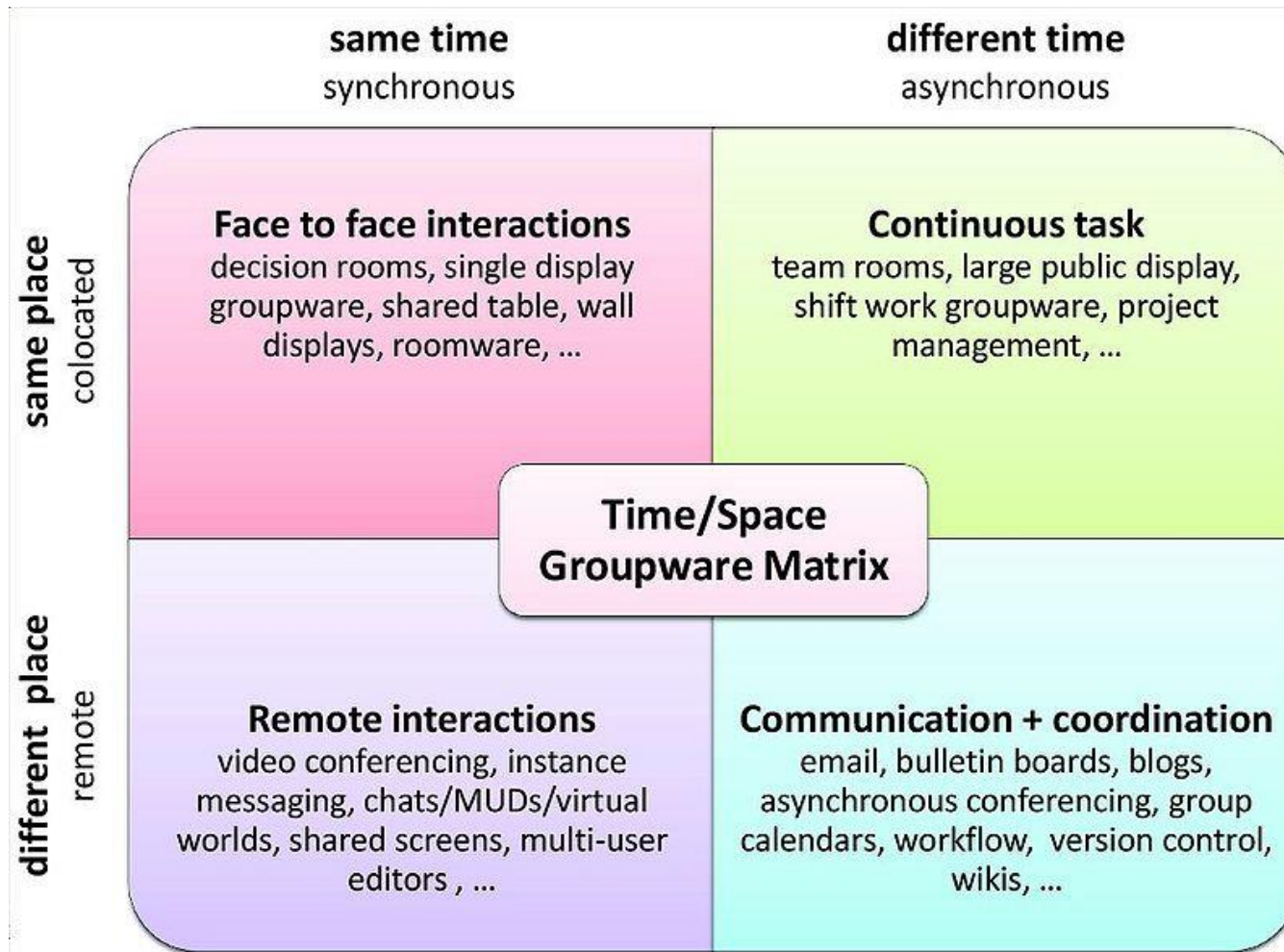
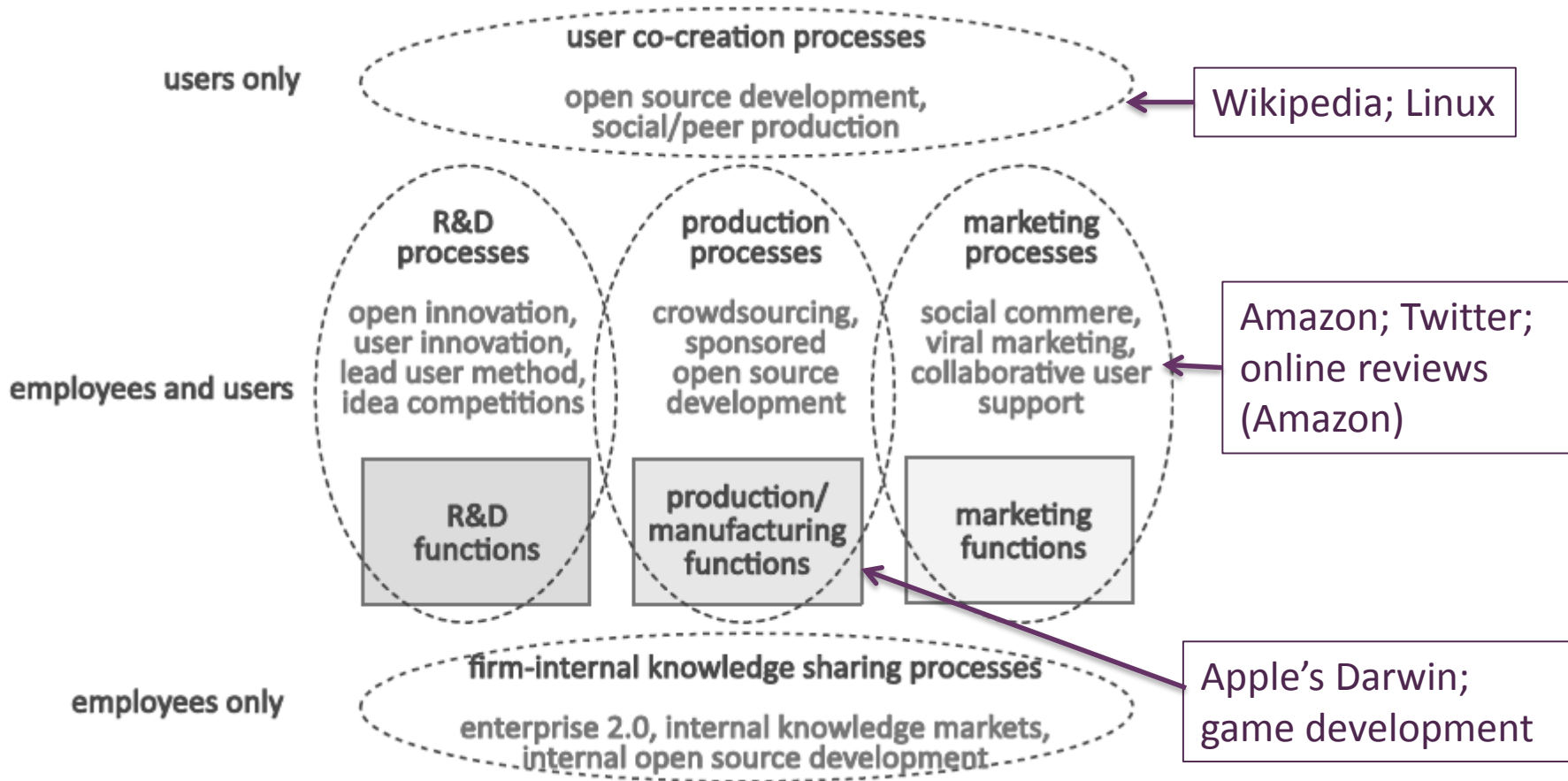


Image from [http://en.wikipedia.org/wiki/Computer-supported\\_cooperative\\_work](http://en.wikipedia.org/wiki/Computer-supported_cooperative_work)

# Other organisational social IS



# “Enterprise 2.0”



Term coined by Andrew McAfee in 2006:

*“Enterprise 2.0 is the use of emergent social software platforms within companies, or between companies and their partners or customers.”*

[http://andrewmcafee.org/2006/05/enterprise\\_20\\_version\\_20/](http://andrewmcafee.org/2006/05/enterprise_20_version_20/)

By ‘emergence’ McAfee was emphasising software free of built-in workflow or organisational identities, in which patterns and structures of people’s interactions become visible over time





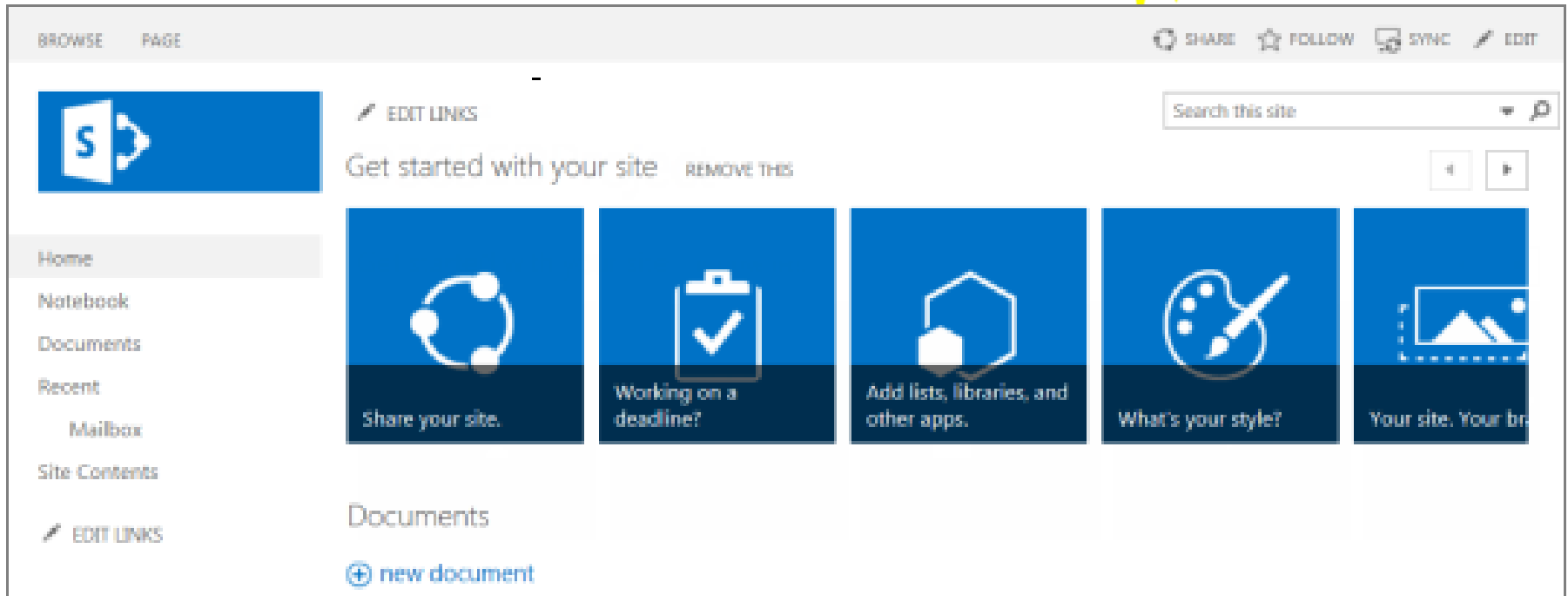
# Shared repositories

Repository software allow mediated access to team spaces, document and picture libraries, etc

Microsoft Office SharePoint Server is typical (next slide)

- Functionality includes sharing, organising, searching, groups and communities, data visualisation, expertise locators, etc
- Browse around their website at <http://office.microsoft.com/en-us/collaboration-software-sharepoint-FX103479517.aspx> and view the demos and case studies to get an idea of the range of functionality available

# Shared repositories...



Source: <https://support.office.com/en-us/article/What-is-SharePoint-97b915e6-651b-43b2-827d-fb25777f446f>

# Knowledge management



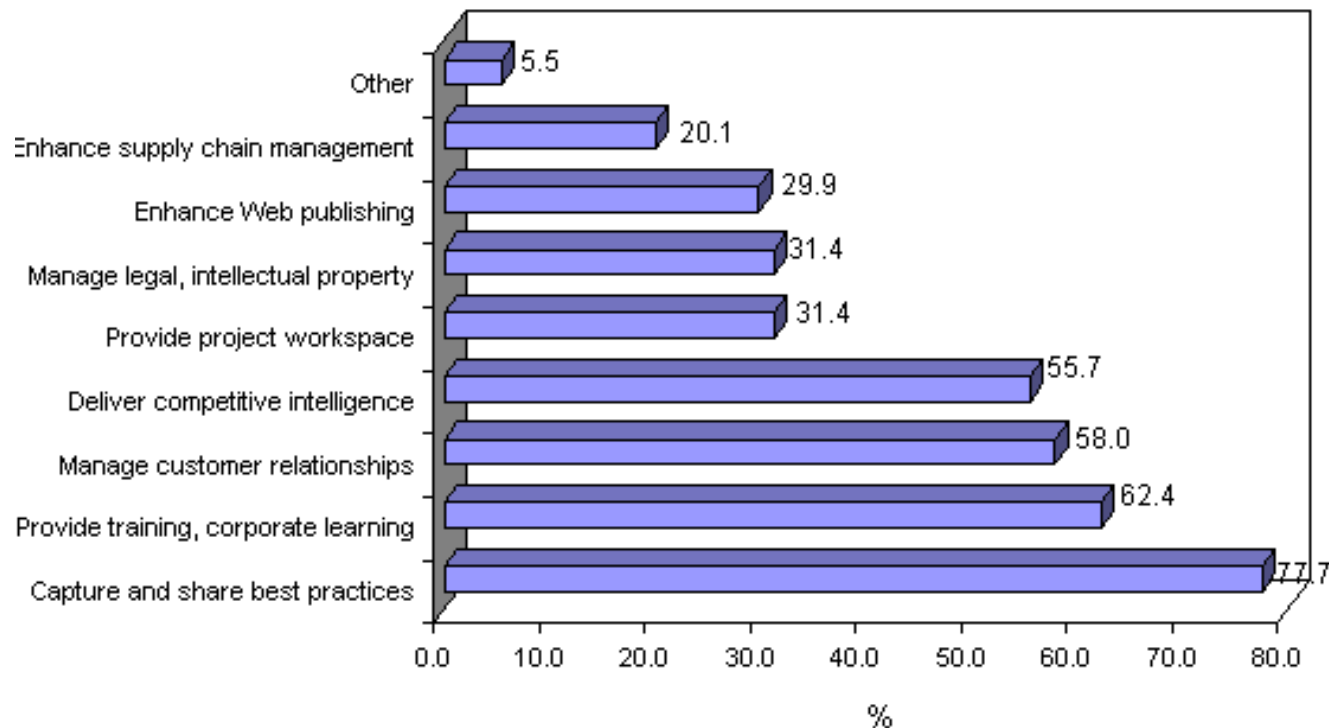
KM is about creating value to the organisation from *all* the available knowledge in the organisation – particularly knowledge which is “in people’s heads”

The end purpose of knowledge management is to adjust quickly to the changing environment in order to boost efficient and hence profitability

# Business uses of knowledge management



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# Emphases of KM



KM has had many emphases over the years, including:

- artificial intelligence and expert systems
- knowledge discovery in large data sets
- learning organisations
- documentation and metadata
- currently *socialised KM*

# “Socialised” KM



Whereas the ‘old’ model of KM emphasised centralised repositories of knowledge, formally classified and managed by designated gatekeepers...

...‘socialised’ KM emphasises retaining the knowledge at source, with individuals, from where it can be tagged and accessed on an as-needs basis by others’

(summarised in table from Gartner report, next slides.)

**Table 1. Contrasting Earlier KM with Socialized KM**

<b>Aspect of KM</b>	<b>Early KM</b>	<b>Socialized KM</b>
<i>Supply side</i>		
Identification of knowledge sources	Top down	Bottom up and sideways
Capture	Formal process including vetting, formatting and archiving	Identification of knowledge locations (which also includes expertise location)
Approach	Knowledge is taken from sources and put in a location (repository)	Knowledge remains in its original location and is connected via federated links
Knowledge types	Primarily text	Text, graphics, audio, video, people (profiles) and links among these knowledge sources
Categorization and organization	Taxonomies and ontologies	Tagging, bookmarking, rating, usage
Maintenance	Performed by KM specialists	Performed by specialists, users and systems that track how knowledge is used
Valuation of the knowledge	Quantity of knowledge available (IT-defined)	Use of knowledge to improve business processes and performance (user-defined)
When the knowledge valuation occurs	Pre-consumption by the KM team	Post-consumption by the user

Table continued on next slide

Aspect of KM	Early KM	Socialized KM
Discovery	Search of the knowledge repository	Enterprise and personal search of multiple knowledge sources aided by tagging, bookmarks and ratings supplied by others; asking others in your network via IM, e-mail, wikis and so on.
Access	Users go to the knowledge repository and check out required information	Knowledge is located at its source, or delivered to users via RSS feeds, syndication
Co-creation	Knowledge is provided usually as read-only documents	Users participate in the creation of knowledge via collaborative tools
Sharing	Knowledge is extracted, reformatted by the user and sent to colleagues	Users have multiple methods of alerting colleagues when they find valuable knowledge, such as tagging, live links, blogs, microblogs
Integration	Knowledge is integrated by users using cut-and-paste and programmed changes to repository (relational database functions)	Knowledge components are mashed up via Web services to suit the needs of the users
Trust	KM team provides the approved knowledge on a topic	Users filter knowledge based on input from trusted sources

IM = instant messaging, KM = knowledge management, RSS = Really Simple Syndication

Source: Gartner (April 2009)



# Recap



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*Collaboration within the organisation has a long history and has been supported by various different technologies.*

*Products such as SharePoint are increasingly incorporating social media applications for this purpose.*

# Recap



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*Modern knowledge management emphasises*

*connecting people who have expertise and*

*know-how, rather than attempting to*

*'separate' the knowledge from its source.*

*Social technologies can play a role here.*

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# 7.3 Social media IS



## 7.3.1 Technologies

## 7.3.2 Roles

## 7.3.3 Communities

## 7.3.4 Components

# Some social technologies



Blogs & podcasts

Microblogging

Tagging and geotagging

RSS (Really Simple Syndication) & other output for syndication  
and re-use of content

AJAX

Wikis & other collaborative spaces

Social bookmarking

Mashups of two or more data sources to create a remix of content

Social networking platforms

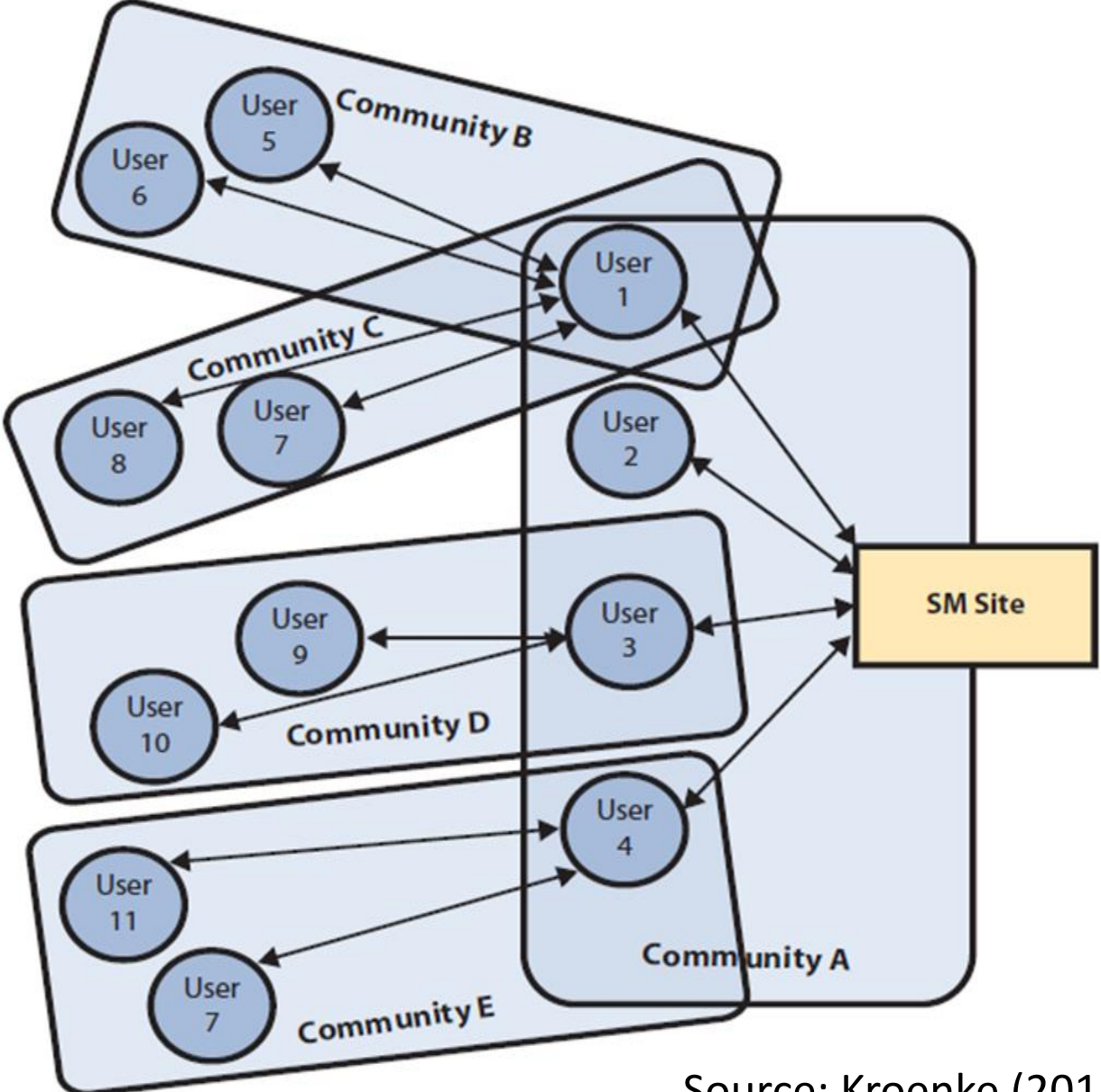
Instant messaging & chat

# Roles in Social Media IS



- **User communities** – the people who use the social IS (and may belong to several)
- **Social media sponsors** - the organisations that choose to support a presence on a social media site (eg Woolworths having a Facebook page)
- **Social media application providers** - the companies that operate the social media site (eg Facebook)

# Social media communities



Source: Kroenke (2013)

# Components of a social media IS



As with any IS, there are several basic components (see Topic 1):

- Hardware, software and networks
- Data repositories
- People
- Procedures

These are summarised for the different roles in a social media IS next:

# Components of a social media IS

Component	Entity	Description
Hardware	User	Any user computing device
	SM sponsor	Any user computing device
	Application provider	Elastic, cloud- based servers
Software	User	Browser, iOS, and other applications
	SM sponsor	Browser, application tools
	Application provider	Application, NoSQL or other DBMS
Data	User	User- generated content, connection data
	SM sponsor	Sponsor content
	Application provider	Content and connection data storage and rapid retrieval
Procedures	User	Informal, copy each other
	SM sponsor	Create, manage, remove content; extract value from content and connections; manage risk
	Application provider	Run and maintain application (not relevant)
People	User	Adaptive, can be irrational
	SM sponsor	Key users
	Application provider	Staff to run and maintain application (not relevant)

Source: Kroenke (2013)



# Components of a social media IS



## Data repositories

- **Content** data, usually user-generated
- **Connection** data, about relationships (eg what you 'liked')

## Procedures

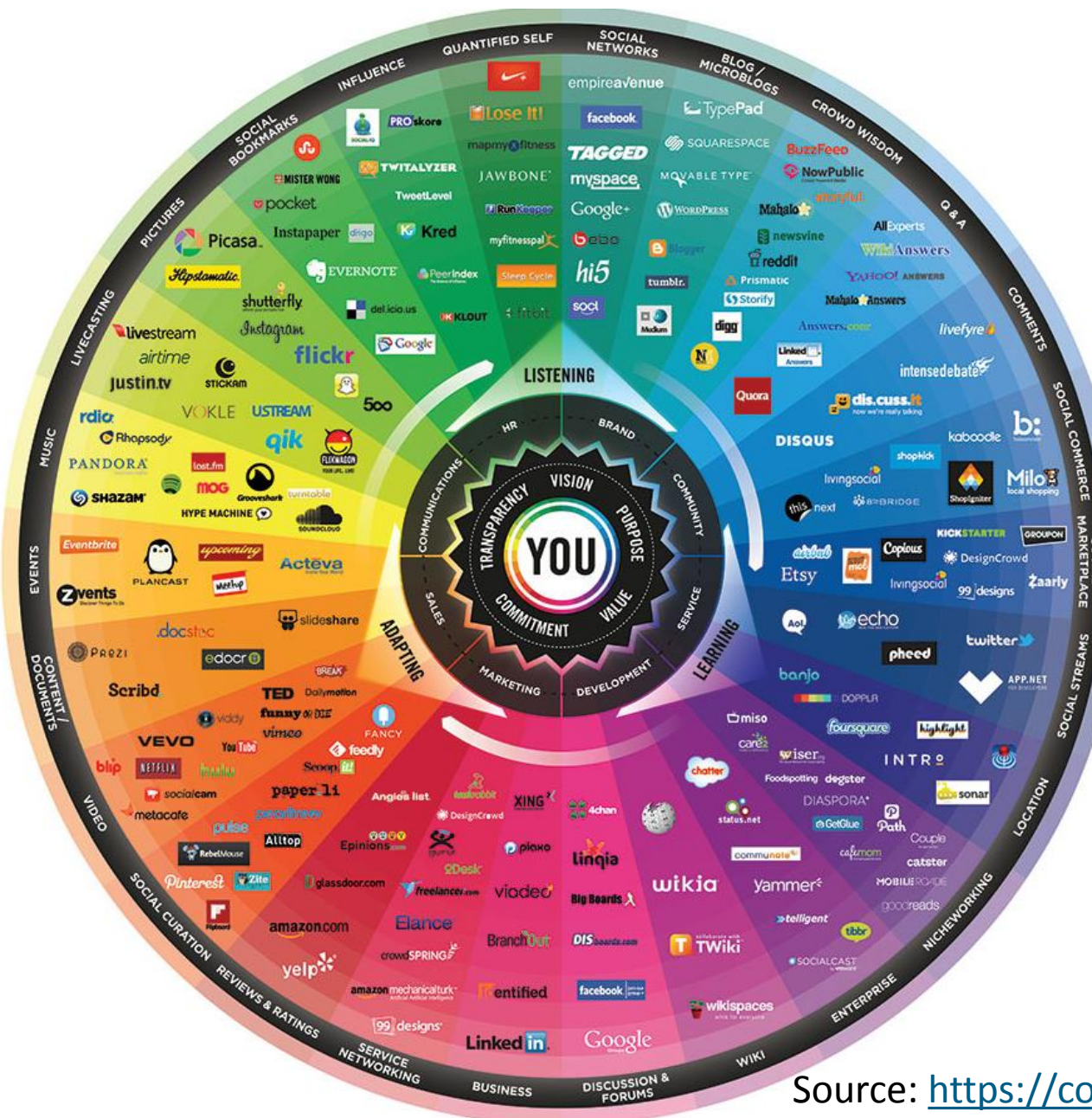
- For the user, procedures are informal, socially oriented, and still evolving. For the SM sponsor, these need to be formalised to manage SM risk

## People

- Users are of many sorts, with individual motivations, may be irrational. SM sponsors cannot be casual



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Source: <https://conversationprism.com/>

# Recap



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While social media IS have the same  
basic components as any IS, they also  
have typical features that can be  
contrasted with 'traditional' IS

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# 7.4 Using social IS for competitive advantage



## 7.4.1 Potential benefits/risks of social IS

- Customers
- Business
- Risks

## 7.4.2 Commerce

## 7.4.3 Marketing

## 7.4.4 Market Research

## 7.4.5 CRM

## 7.4.6 HRM

This section mainly from Rainer et al (2013), 8.2-8.6



# Snapshot of Australian use (2015-6)

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- The most frequently reported use of social media was to **develop company image or market products** (79%), followed by **communicating with customers** (70%)
- **Financial activities (including online banking, invoicing and making payments)** was the most commonly reported business internet activity by all businesses (87%)
- Business use of the internet to enable **working from home** (46%) was next. **Working from home** was most prevalent in the Financial and Insurance services and the Information media and telecommunications industries (71%)
- More than half of all businesses with internet access (53%) reported that **mobile internet** was of a *major importance* to their business
- By employment size, **enhanced digital skills or capabilities** was reported as the most common factor that significantly changed the way businesses with 200 or more persons employed used ICT (14%). Conversely, **lack of access to digital infrastructure** was the most common factor for businesses with 0-4 persons employed (7%).

# Potential benefits of social IS



## **Benefits to Customers:**

- Better and faster vendor responses to complaints, as complaints are aired in public
- Customers can assist other customers (eg online forums)
- Customers' expectations can be met more fully and quickly
- Customers can easily search, link, chat and buy while staying on a social network's page

# Potential benefits of social IS...



## **Benefits to Businesses:**

- Can test new products and ideas quickly and inexpensively
- Learn a lot about their customers
- Identify problems quickly and alleviate customer anger
- Learn about customers' experiences via rapid feedback
- Increase sales when customers discuss products positively on social network sites

# Potential benefits of social IS...



## **Benefits to Businesses ...**

- Create better marketing campaigns and brand awareness
- Use low-cost, user generated content (eg in marketing campaigns)
- Get free advertising through viral marketing
- Identify influential brand advocates and reward them



A (very) few examples ...



## Ice Bucket Challenge

<http://www.mndaust.asn.au/Get-involved/Ice-Bucket-Challenge.aspx>

## Dumb Ways To Die (Metro Trains Melbourne)

<https://www.youtube.com/watch?v=IJNR2EpS0jw>

Poo-Pourri <https://www.youtube.com/watch?v=ZKLnhez9uY>

## United Breaks Guitars

<https://www.youtube.com/watch?v=5YGc4zOqozo>

Story here: <http://www.davecarrollmusic.com/music/ubg/>

# Potential risks of social IS



- Negative feedback
- Information security concerns
- Invasion of privacy
- Violation of intellectual property and copyright
- Employees reluctance to participate
- Data leakage of personal information or corporate strategic information
- Poor or biased quality of user generated content
- Cyberbullying/cyberstalking and employee harassment

# Commerce



‘Social’ shopping helps shoppers connect with each other based on tastes, location, age, gender, etc

- Collect information before purchasing, via ***Ratings, reviews and recommendations***
- Find special deals for ***Group shopping*** or ***Shopping communities and clubs***
- ***Social marketing and direct sales*** of members own products and services (eg Etsy)
- ***Peer-to-peer shopping models*** – renting or sharing goods and services

<http://www.epinions.com>

### Top 10 Vacuums

Compare	Hide photos	Name	Rating	Price
	1	 Dyson DC41 Animal - Gray/Purple - Upright Cleaner	★★★★★ Read 186 reviews	Lowest price \$260 <a href="#">COMPARE</a>
	2	 iRobot Roomba 770 - Black - Robotic Cleaner	★★★★★ Read 27 reviews	Lowest price \$429 <a href="#">COMPARE</a>



## perth - north good food & restaurant deals

- all (17)
- new (11)
- ending soon (2)
- restaurants (15)
- asian (4)
- european (3)
- fast food (2)
- quick service (1)
- + show all

- location
- enter address or zip
- within 5 miles
  - within 10 miles
  - within 25 miles
- price
- \$0 - \$25
  - \$25 - \$50

### featured deals



**Seoul BBQ Buffet Northbridge**  
Korean BBQ Banquet Dinner  
\$44



**Ninos Fish Bar and Cafe**  
2-Course Lunch or Dinner for up to 6 with Drinks  
\$33

<http://www.livingsocial.com/>

## Jewellery Eco-Friendly

- Bracelets
- Earrings
- Rings
- Brooches
- Necklaces



Eco friendly Jewelry Sea glass in turtle lo...  
TheStudioOfGlass \$8.87 AUD



Real Forget me Not Tiny Resin Ornaments  
WinesontheWind \$39.50 AUD



Steampunk Cufflinks with the smallest Timewatch  
\$32.30



Men's Hemp Bracelet. Untisex Hemp  
JanesLazynith \$4.20



Ice - Rustic Re...  
\$25.66 AUD

<https://www.etsy.com/>

From: [input] To: [input]  
Suburb State - e.g. Sydney NSW Suburb State - e.g. Melbourne VIC

Leave at [input] every [input] [input] Search More options

### Free Carpool / Ride Share Australia

If you're tired of spending hundreds (or thousands) on your everyday commute, looking for a travel buddy for the next great road trip, concerned about our environment, or just need a lift, then check out how Carpool One can help!

#### Free For Everyone

Carpool One is a free service helping you find people with similar travel needs, easily. Search our database of trips. If you can't find the right carpool match, it takes only seconds to add your own trip plan and just wait others to find you! For your comfort & safety we have a number of precautions in place.

#### For Organisations

The creators of Carpool One, [AustraWeb Digital Media](#), now made the application available as a stand-alone module that can be easily installed on your own PHP/MySQL enabled web server. It can be implemented in your organisation's intranet/extranet environment which results in a higher level of safety and improved comfort for users, who can then choose to carpool.



<http://www.carpoolone.com.au/>



# Marketing



Social advertising makes use of the social context of the user viewing the ad

- the social networks themselves are ideal places to place **ads**
- ***Viral marketing*** is effective with social networks as users pass on the sponsored story/offer
- ***YouTube channels*** now incorporate ads

# Market Research



- ***Demographic information*** is central to market research for targeting potential customers and huge amounts of this is now provided via social network sites
- Markets can be assessed in near real-time
- Companies can provide users the opportunity to directly ***interact*** to review products, test-market campaigns, have discussions about products, etc
- ***Text analytics*** software can sift through all messages on an organisation's social media sites to identify themes

# Customer Relationship Management



CRM has changed immensely as customers have new ways of connecting and interacting with companies - customers are now incredibly empowered: companies must

- monitor social networks closely in case of negative comments, and respond to them
- make use of any opportunities to involve customers proactively and turn them into champions for the company

# Human Resource Management



Recruiters and job seekers are both moving to online social networks as recruiting platforms:

- ***Professional networks*** such as LinkedIn maintain profiles for individuals and organisations



- ***Job aggregator*** sites let you sort and filter from available vacancies





# 7.5 Where to use social IS



## 7.5.1 Value Chain

# How does an organisation decide where to use social media IS?



To be useful to an organisation, a social IS must contribute to its overall strategy

- In Topic 4 we saw many examples of how ‘traditional’ business models are being extended in the ways discussed here

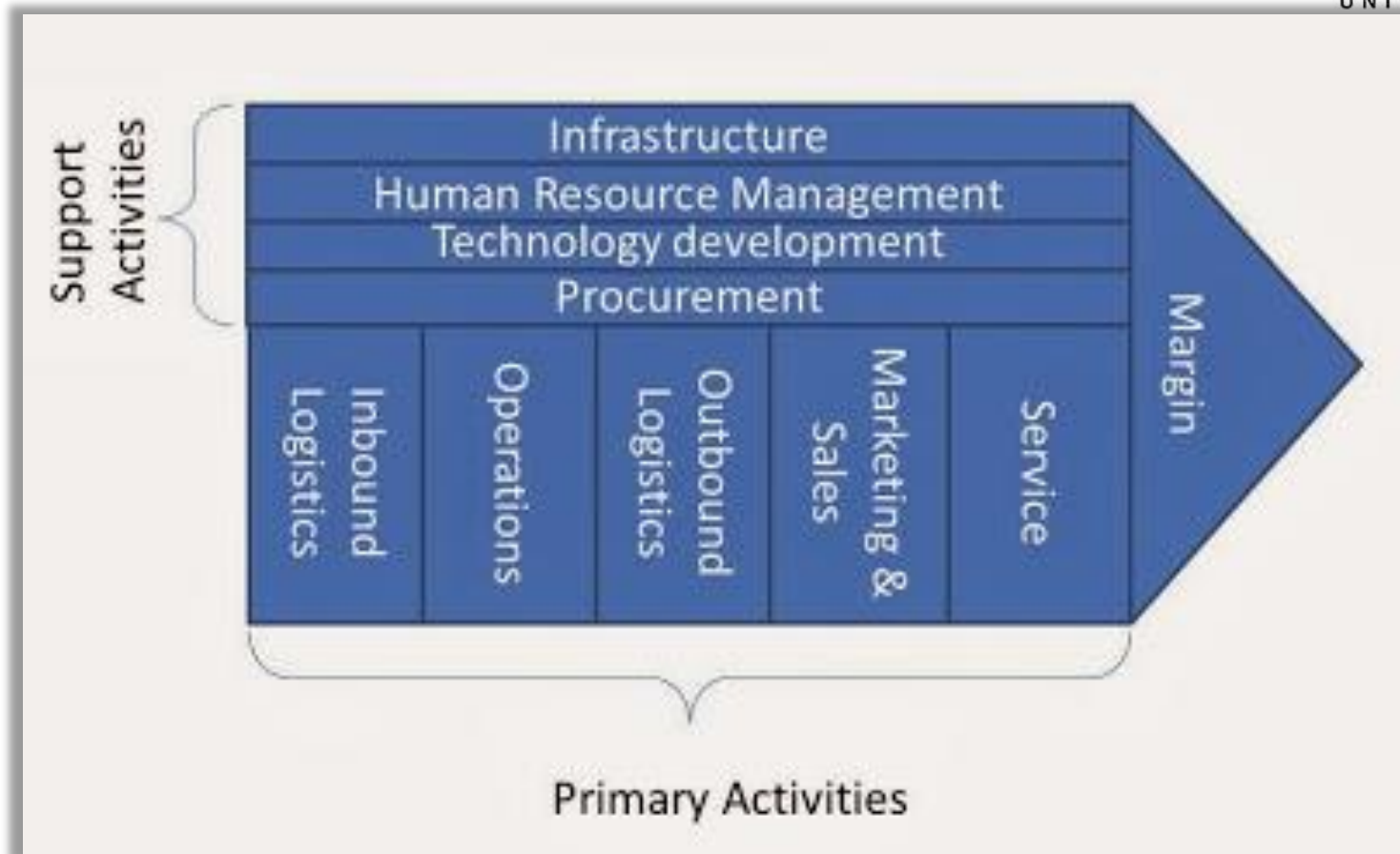
Kroenke considers how to use social IS by using Porter’s *Value Chain* to see where activities can be enhanced by social IS

- He divides the types of communities needed into ‘*seekers of truth*’ (communities build around a common desire to learn something or solve a problem)
- and ‘*defenders of faith*’ (communities build around a common belief)

# Porter's value chain (from Topic 4)



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Source: <http://www.ifm.eng.cam.ac.uk/research/dstools/value-chain/>

# Social media IS in Value Chain activities



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Activity	Community type	Focus	Dynamic process	Risks
Sales and marketing	Defender of belief	Outward to prospects	Social CRM Peer-to-peer sales	Loss of credibility Bad PR
Customer service	Seeker of the truth	Outward to customers	Peer-to-peer support	Loss of control
Inbound logistics	Seeker of the truth	Upstream supply chain providers	Problem solving	Privacy
Outbound logistics	Seeker of the truth	Downstream supply chain shippers	Problem solving	Privacy
Manufacturing and operations	Seeker of the truth	Outward for user design Inward to operations and manufacturing	User-guided design Enterprise 2.0 Knowledge management	Efficiency/effectiveness
Human resources	Defender of belief	Employment candidates Employee communications	Employee prospecting, recruiting, and evaluation SharePoint & Enterprise 2.0 for employee-to-employee communication	Error Loss of credibility

Figure 8-6 in Kroenke, 2013

# Recap



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To be effective, social media IS must  
be incorporated into an organisation's  
overall strategy. There are many  
opportunities for extending or  
transforming traditional business  
models and operations.



# 7.6 Crowdsourcing

## 7.6.1 Overview

## 7.6.2 Types of crowdsourcing

- Task completion
- Ideas and problem-solving
- User-contributed content
- Design

## 7.6.3 Benefits/risks

- Managing risks

## 7.6.4 Social media guidelines

# Crowdsourcing



*“the act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large, group of people in the form of an open call”*

Jeff Howe, 2006

The principle is that a large number of enthusiasts can outperform a small number of experienced professionals



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# Crowdsourcing

*“Crowdsourcing is a sourcing model in which organizations use predominantly advanced internet technologies to harness the efforts of a virtual crowd to perform specific organizational tasks”*

Source: Saxton et al, 2013

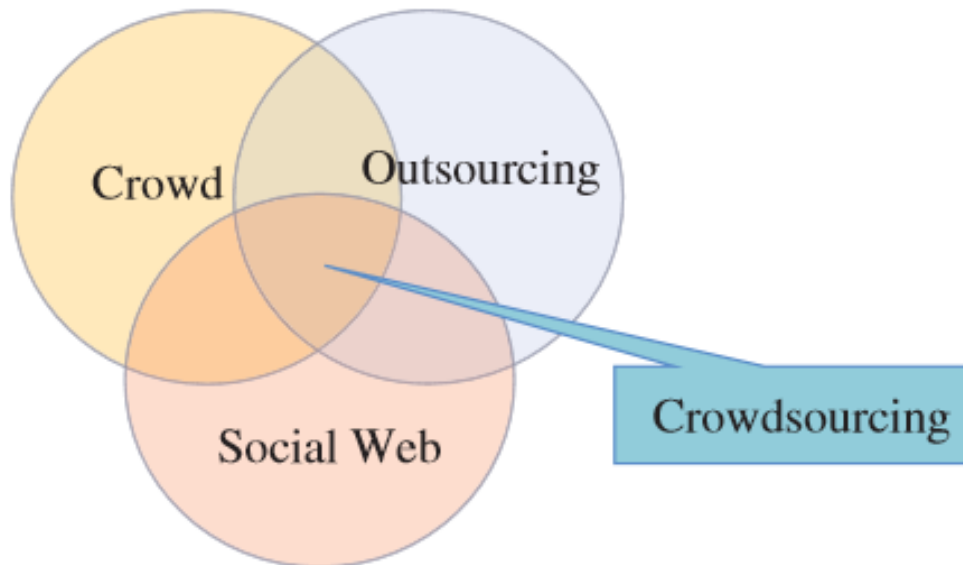


Image from Saxton et al at  
<http://www.tandfonline.com/doi/pdf/10.1080/10580530.2013.739883>



# A company can call on the crowd in three ways:



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Open call for **participation** – all users can share ideas and participate with the organisation (eg comment, vote on ideas)

Open call for **solutions** – a problem is posted and the crowd invited to solve them

Open call for **candidates** – candidates are selected based on proposals they have submitted, and then collaborate with each other/the company



# Types of crowdsourcing

There are many different types, depending on

- How skilled the tasks are
- How novel the desired results are
- How much the users collaborate
- How much management of the users is needed

Participants may work for a small or large fee, or be motivated by altruism

# Types of crowdsourcing



Various different categorisations have been proposed, but a simple one identifies crowdsourcing for:

- Task completion
- Ideas and problem solving
- User-contributed content
- Design

# Crowdsourcing for *task completion*



In a distributed work model, many non-experts complete simple, repetitive, non-skilled tasks, eg

- Galaxy Zoo - [www.galaxyzoo.org](http://www.galaxyzoo.org)
- Distributed Proofreaders - <http://www.pgdp.net/c/>

# Galaxy Zoo



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Galaxy Zoo is a **Zooniverse** project. Our Projects

username password Login Sign up

[Forgot Password?](#)

CLASSIFY STORY SCIENCE **GALAXY ZOO** DISCUSS PROFILE LANGUAGE

f t s r

**E.G.**

Classify Examples Restart

**SHAPE**  
Is the galaxy simply smooth and rounded, with no sign of a disk?

Smooth Features or disk Star or artifact

# Distributed Proofreaders



Image from [http://en.wikipedia.org/wiki/Distributed\\_Proofreaders](http://en.wikipedia.org/wiki/Distributed_Proofreaders)

See article at

<http://www.theatlantic.com/technology/archive/2013/04/massive-volunteer-collective-proofreads-25-000-public-domain-books/274876/>

# Amazon Mechanical Turk

<https://www.mturk.com/mturk/welcome>



## Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

**208,745 HITs** available. [View them now.](#)

## Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

### As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work



or [learn more about being a Worker](#)

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# Crowdsourcing for *ideas and problem solving*



People compete to provide ideas and solutions to business, social, policy, technical, scientific challenges

- Dell IdeaStorm - <http://www.ideastorm.com/>
- InnoCentive - <http://www.innocentive.com/>

Ideas are evaluated by experts or reviewed and voted on by the crowd



# Dell Idea Storm



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Dell Inc.  IdeaStorm



**IdeaStorm** can help take your idea and turn it into reality.

**SUBMIT YOUR IDEA**

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## Featured

### NFC-chip equipped laptops



Posted by: SonnydeRuiter

The latest smartphones nowadays are equipped with NFC chips, allowing smartphones to react whenever ...  
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31 Votes | 12 Comments



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## Recent Ideas

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### Silent Mouse - no click

Posted by: Houler

Status: Acknowledged  
Sep 7, 2015

It would be awesome if Dell would create high quality silent mice for gaming (mmo, fps, moba) and standard usage. You ...

## Trending Ideas

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### 16:10 1920x1200 or higher resolution screen for high-end lap

Posted by: RadioActive\_Rabbit

Status: Acknowledged  
Aug 30, 2015

Dear Dell, There are a few forums on the Internet about this topic and it has even been mentioned here on IdeaStorm a ...

## Top Recent Contributors

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sugarbear

ROCKSTAR

4157 Points  
70 Ideas  
15840 Votes

Last Activity: Mar 23, 2015



StigtriX

ROCKSTAR

1108 Points  
32 Ideas  
358 Votes

Last Activity: Jul 14, 2015



RockStar-Rick K

ROCKSTAR

737 Points  
27 Ideas  
76 Votes

Last Activity: Aug 22, 2015



Stylish\_Thunder

631 Points  
29 Ideas  
143 Votes

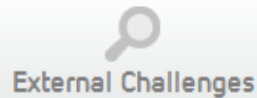


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### Robust 3D Scanning Technology

8/11/15 11/11/15 \$30,000 USD 140

TAGS: Computer Science/Information Technology, Engineering/Design, Math/Statistics, Physical Sciences, RTP

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PREMIUM CHALLENGE

Team Share



### Portable Roof Damage Detection

8/10/15 11/10/15 \$75,000 USD 250

TAGS: Computer Science/Information Technology, Engineering/Design, Physical Sciences, Scientific

American, RTP

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PREMIUM CHALLENGE

Team Share

# Crowdsourcing for *user-contributed content*



Users provide content at a fraction of the cost of professionally produced material

- iStock - <http://www.istockphoto.com>
- Wikipedia - [https://en.wikipedia.org/wiki/Main\\_Page](https://en.wikipedia.org/wiki/Main_Page)

# iStock



Search for stock photos, illustrations, video, audio and editorial photos

**iStock**  
by Getty Images

Kitten All Files

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Current Search 1

**Kitten Stock Photos** (27,418 results)

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Best match New Most popular

**Keywords**  
Kitten

**File Types**  
Photos

**Price**  
\$

**Photo & Illustration Filters**  
Horizontal

**More Attributes**  
No People

Clear All

**Keyword(s)**  
Enter Keyword(s)

Photos (>999)  
 Illustrations (0)  
 Video (0)  
 Audio (0)  
 Flash (0)

-NEW-  
**Subscriptions**  
 iStock Essentials (>999)

1 of 275

A grid of 18 stock photos showing various kittens and puppies. The photos are arranged in three rows and six columns. The first row shows a dog and a kitten, two puppies, two kittens, a kitten on a pink background, and a Siamese cat. The second row shows a kitten being held, a black and white kitten, a group of puppies, a mother cat with her kitten, a kitten in a field, and a kitten in a pink blanket. The third row shows a dog and a kitten, a close-up of a kitten's face, a group of kittens, a kitten lying down, a kitten sitting, and a kitten near a fishbowl.



# Wikipedia



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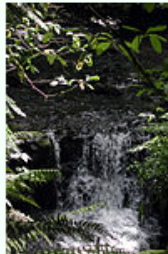
## Welcome to Wikipedia,

the free encyclopedia that anyone can edit.

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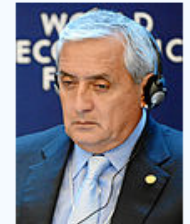
### From today's featured article



**Balch Creek** is a 3.5-mile (5.6 km) tributary of the **Willamette River** in the U.S. state of **Oregon**. Beginning at the crest of the **Tualatin Mountains**, the creek flows generally east down a canyon and through **Forest Park**, a large municipal park in **Portland**. It then enters a pipe and remains underground until reaching the river. **Danford Balch**, after whom the creek is named, settled a land claim along the creek in the 19th century, and was the first person legally hanged in Oregon. **Basalt**, mostly covered by silt in the uplands and sediment in the lowlands, underlies the Balch Creek watershed, which includes the **Audubon Society of Portland** nature sanctuary. Mixed conifer forest with a well-developed understory of shrubs and flowering plants is the natural vegetation. Sixty-two species of mammals and more than 112 species of birds use Forest Park. A small population of coastal cutthroat trout resides in the stream, which in 2005 was the only major water body in Portland that met state standards for bacteria, temperature, and dissolved oxygen. Although nature reserves cover much of the upper and middle parts of the watershed, industrial sites dominate the lower part. ([Full article...](#))

### In the news

- Guatemalan President **Otto Pérez Molina** (pictured) is arrested after resigning amid charges of customs fraud.
- The ancient temples of **Bel** and **Baalshamin** in **Palmyra** are destroyed by the Islamic State of **Iraq and the Levant**.
- Mount McKinley, the tallest mountain in North America, is **renamed** to its traditional name of **Denali** by the United States.
- Flash floods and mudslides caused by **Tropical Storm Erika** kill at least 31 people across **Dominica** in the **Lesser Antilles**.
- **India** is declared free from **maternal and neonatal tetanus**.
- **Wildfires** across the U.S. state of **Washington**, including the **Okanogan Complex fire**, destroy more than 200 homes and burn 920 square miles (2,400 km<sup>2</sup>).



Otto Pérez Molina in 2013

# Crowdsourcing for *design*



Turning to the crowd for design ideas (logos, book covers, etc) can be attractive for small (or larger) businesses

Designers submit a finished design for a brief + price, and the business selects from them

- 99 designs - <https://99designs.com.au/>
- Design Crowd - <http://www.designcrowd.com.au/>
- Freelancer - <https://www.freelancer.com.au>

# 99 designs



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## 6 Corners Bistro picked a winning design in their other design contest

For just US\$299, they received 132 designs from 48 designers.

From logos and business cards to websites and stationery, you can get anything designed by running your own design contest on 99designs.

[Find out how...](#)

# Freelancer



## Hire Expert Freelancers For Your Online Job

Millions of small businesses use Freelancer to turn their ideas into reality.

Hire

Work





# Crowdsourcing: benefits



- Problems can be explored quickly and at low cost or free
- Organisation can tap into a wider pool of talent than it has in-house
- Organisations gain first hand insight into their customers' desires
- Crowdsourcing taps into the global world of ideas, helping companies work through a rapid design process

Source: Rainer et al (2013)

# Crowdsourcing: risks and concerns



- Accuracy, relevance and quality of results – and how they are maintained
- Whether the ‘crowd’ should be limited to experts, and how to do that
- How to evaluate ideas if too many submitted
- Violation of copyright
- Quality of decisions depends on the composition of the crowd, which can’t be known in advance

Source: Rainer et al (2013)

# Recap



Murdoch  
UNIVERSITY

---

An organisation can use crowdsourcing for various purposes, from low skilled to highly skilled tasks. There are many potential advantages, but also many concerns.

---

# Managing the risks – user-generated content



Organisations need to decide how they will deal with junk and crackpot contributions, inappropriate content, unfavourable reviews, etc that are posted on their social media site

Kroenke (p 209) suggests three possibilities:

- Leave it
- Respond to it
- Delete it

# Managing the risks - employees



To alleviate problems arising from employee use of social media, most organisations have a **social media policy** - a statement that sets out employees' rights and responsibilities in the use of social media

*Guidelines* indicate appropriate online behaviour

See <http://www.socialmediatoday.com/content/social-media-employee-policy-examples-over-100-organizations> for examples!

# Intel Social Media Guidelines

## 3 Rules of Engagement



<http://www.intel.com/content/www/us/en/legal/intel-social-media-guidelines.html>

# Recap



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Organisations need to be aware of potential risks as well as benefits before embarking on social media. Most companies will have a social media policy and set of guidelines for employees.

---

# Summary



- Social IS emphasise the individual, human nature of the interactions within and outside the organisation
- Social media are currently enabling new ways of working and doing business, and organisations today need to engage with a variety of networks to form relationships of benefit to all participants



# References



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