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Envisioning a Future Where We Eat Our Own Dog Food: How to Support Collective Wisdom of the IS Crowd

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Envisioning a Future Where We "Eat Our Own Dog Food": How to Support Collective Wisdom of the IS Crowd

Ann Majchrzak
University of Southern California, USA

Abstract

In this presentation, I envision a future in which we "eat our own dog food" and suggest how to promote mass collaboration by supporting the collective wisdom of the IS crowd. This presentation was made in Twenty Ninth International Conference on Information Systems, Paris 2008, as part of a panel on "Open Access Publishing and the Future of Information Systems Research." The panel description is available in ICIS 2008 Proceedings at: <http://aisel.aisnet.org/icis2008/126/> and the other presentations are available through the following: <http://sprouts.aisnet.org/8-35/>

Keywords: mass innovation, open access

Permanent URL: <http://sprouts.aisnet.org/8-34>

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Reference: Majchrzak, A. (2008). "Envisioning a Future Where We "Eat Our Own Dog Food": How to Support Collective Wisdom of the IS Crowd," University of Southern California, USA . *Sprouts: Working Papers on Information Systems*, 8(34).
<http://sprouts.aisnet.org/8-34>

Envisioning a future where we “eat our own dog food”: how to support collective wisdom of the IS crowd

Ann Majchrzak

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University of Southern California

Principles of Mass Collaboration

1. Bottom-up Passion

Focused on issues where collaboration can grow organically as “pull”(e.g.,CofP)

2. Self-serve Co-Generation

Ideas benefit when everyone generates, integrates; not led (e.g., Jazz)

3. Waves, not Meetings

Participants allowed to emerge & recede with variety of changing roles

4. Emergence through Planned Serendipity

Emergence through broad inclusion of ecosystem

5. Allow Correlations & Patterns to Emerge

Circulate people, data, apps to foster under-explored relationships (not matchmake)

Example: KatrinaHelp Wiki

article discussion view source history

Create an account or log in

Main Page

KatrinaHelp | [Mirror](#) | [RitaHelp](#)

Resources

- **Aid Agencies & Donations:** Where to **donate**, by phone or online.
- **Government Resources** for **persons & businesses:** FEMA registration, postal services, insurance information, tax relief, loans
- **Helpline Numbers:** National and local phone numbers for emergency & disaster relief information
- **Animal Rescue Resources:** Comprehensive pet information
- **Health and Safety Info:** Water purification, diseases prevention, safety
- **Recovery: Relocation Advice:** Checklist of actions that can be taken by people who lost their homes and businesses
- **Shelters - List of Locations**
- **Ham Radio Resources**
- **College Students**
- **Time Off:** Activities for Children in the affected areas
- **Fundraising events:** Add your event

Help

- **Life & Death? Get Help Now!**
- **Missing & Found:** Post about missing & found persons; **find** more information
- **Help Needed:** Post a **request** for help; find **who needs your help**.
- **Help Offered:** **Hundreds of people** are offering to shelter refugees, make phone calls, and help in any way they can. **Please choose from one of the following seven areas you are interested in helping with:**
 1. [Essential Goods & Services Offered](#)
 2. [Manpower & Volunteers Offered](#)
 3. [Housing Offered](#)
 4. [Counseling/Healing/Emotional Recovery Services Offered](#)
 5. [Communications Offered](#)
 6. [Jobs Offered](#)
 7. [Transportation](#)
 8. [Other Help](#)

OR: e-mail your offer at katrinahelp.info@gmail.com with Help Offered or Help Needed as subject

Call Us

Call our Help Line from a Skype account, or call us at +1-504-208-1564 with your request for help, and offers to help.

Projects and Support

- **PeopleFinder**
- [RData](#), open-source people finder
- **ShelterFinder**
- [Message Forums](#)

Important

- [RitaHelp Section](#) now online
- [KatrinaHelp Wiki mirror](#) now online
- [KatrinaHelp Blog](#)
- [Articles index](#)

About this wiki

- **Contact:** send us questions and info at katrinahelp.info@gmail.com
- [About | Content Contributors](#)
- **Help us stay online!**
- [Disclaimer](#)

For Contributors

- [Community Portal](#) - Interact and improve
- [RSS feeds page](#) **RSS**
- [New Editing Guidelines](#)
- [Personal Experiences \(add your story\)](#)
- **Team Schedule - add yours**

News & Blogs

Help us stay online!
navigation

- Main Page
- Community portal
- Current events
- Recent changes
- Blogs
- Help
- Donations

search

Go Search

toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites RSS Mail Print Mail My Yahoo! Fantasy Sports

Address <http://www.salesforce.com/appexchange/>

Search Web

Salesforce.com Successforce.com Apex Develop

the AppExchange™
on demand marketplace

Home About Customers List Your App AppEx

“The iTunes of business software.”
-“Top Ten Disruptors of 2006” **Forbes**.com

>> SKIP

Search Apps All Categories

Find Apps

- Analytics
- Components
- Finance & Administration
- Financial Services
- High Tech
- Human Resources
- Industry Solutions
- Integration & Data Management

The World's On-Demand Applications Marketplace
Find. Test Drive. Install into Your Salesforce Account.

Latest Listings

- Simply (TM) for Campaigns**
09/14/2007
- Travel Manager**
09/14/2007
- Integration for Plone and Salesforce**

Top 10 Installs (Last 30 Days)

- Lead and Opportunity Management Dashboards**
by Salesforce Labs
- Salesforce for Google AdWords** 4
by salesforce.com
- VerticalResponse for**

The KPBS Story of Mass Collaboration:

Imagine a City of Millions Facing 12 Out-of-Control Wildfires

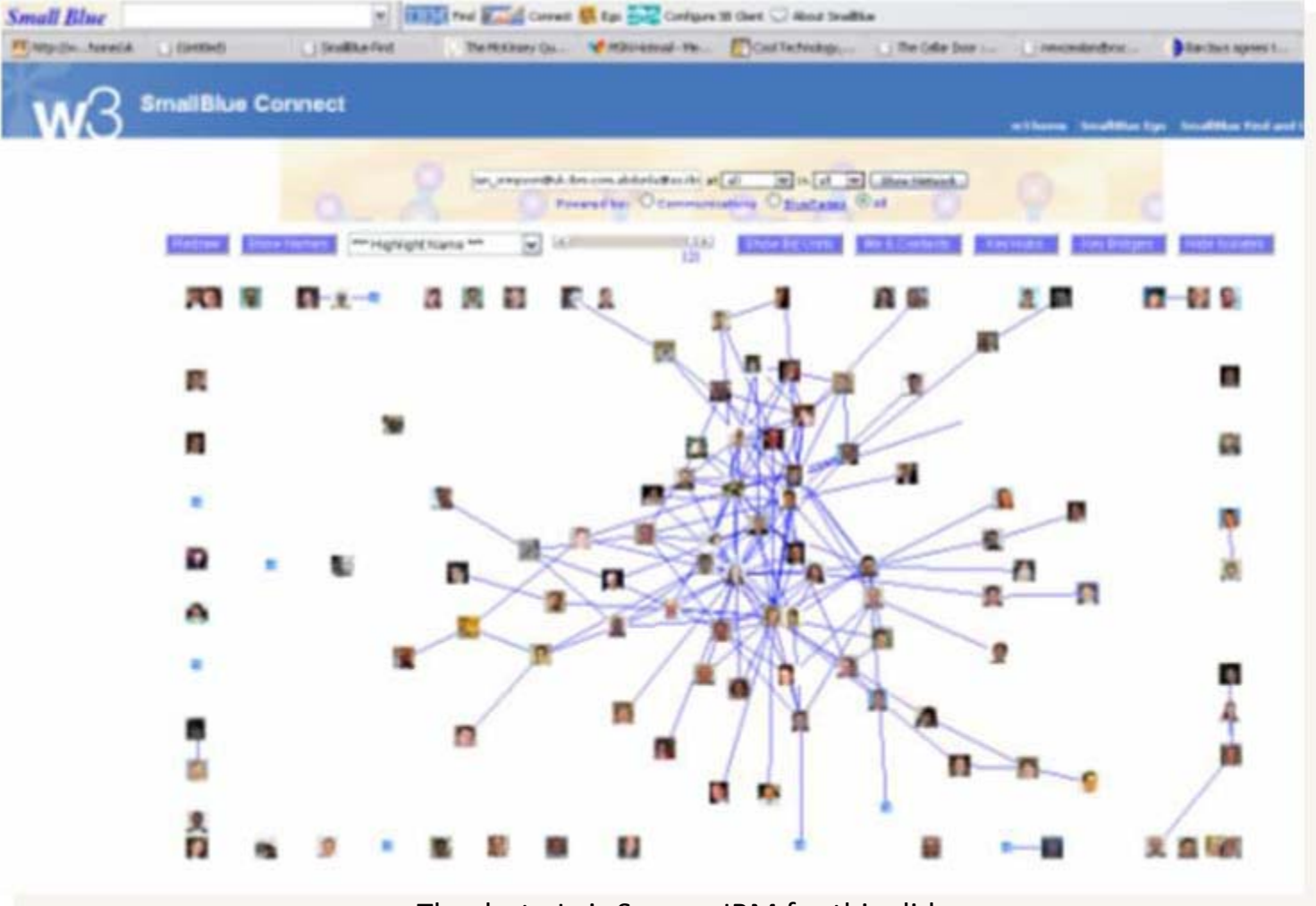
The screenshot shows a Microsoft Internet Explorer browser window. The main content is a Google Maps page titled "San Diego County Fires - KPBS Online". The map displays San Diego County with numerous green house icons and red fire icons indicating fire locations. The article text on the left states: "Updated 11/01/07. All evacuation orders have been lifted. Fire status will continue to be updated until all fires are out (click on fire icons for text pop-ups). Fire perimeters (not active burn areas) are based on County Emergency Operations Center data. They are no longer being updated. Thanks to our friends at SDSU's Geography department for their assistance." Below the text are links for "Harris Fire" and "Witch Creek Fire".

In the top right corner, a smaller browser window shows a Twitter page for "kpbsnews" with a list of tweets. The tweets include: "The evacuation order for Japalut has been lifted for residents to return home. Evacuation orders REMAIN for Larson Valley & Carverace. 09:12 AM October 27, 2007 from web", "KPBS is ramping down our tweeting, but that we will post urgent/important updates over the weekend. 05:17 PM October 26, 2007 from web", "Off Mic Blog: The True Voice of Public Media visit http://tinyurl.com/2ev4r 06:11 PM October 26, 2007 from web", "Escondido Humane Society is sheltering over 600 animals & is in need of supplies, drop donations until Nov 16 at Jack Powell Chrysler Do... 05:56 PM October 26, 2007 from web", "Residents who are approached by unlicensed contractors should report it to the District Attorney's Office at 1-800-315-7672. 04:47 PM October 26, 2007 from web", "The state Consumer Services Agency set up an information line at (800) 952-5210 for people to report scams or victim abuses & get info. 04:41 PM October 26, 2007 from web", "County officials say the Poway Unified School District will reopen on Monday 04:39 PM October 26, 2007 from web", "Officials say the San Diego Superior Court system will reopen on Monday- info at http://tinyurl.com/has06 04:38 PM October 26, 2007 from web", "UC San Diego, University of San Diego, Grossmont College in El Cajon & Cuyamaca College in Rancho San Diego will reopen on Monday 04:37 PM October 26, 2007 from web", "Shelters: Steele Canyon, Monte Vista, Santana, Mount Miguel, Escondido Valley Center, El Camino & Borrego Springs remain open through Mon 04:25 PM October 26, 2007 from web", "Palomar Outdoor School, in the San Diego district, will remain closed until further notice 04:33 PM October 26, 2007 from web".

A blue callout box with white text is overlaid on the map, containing the text: "Principle 4: Planned Serendipity".

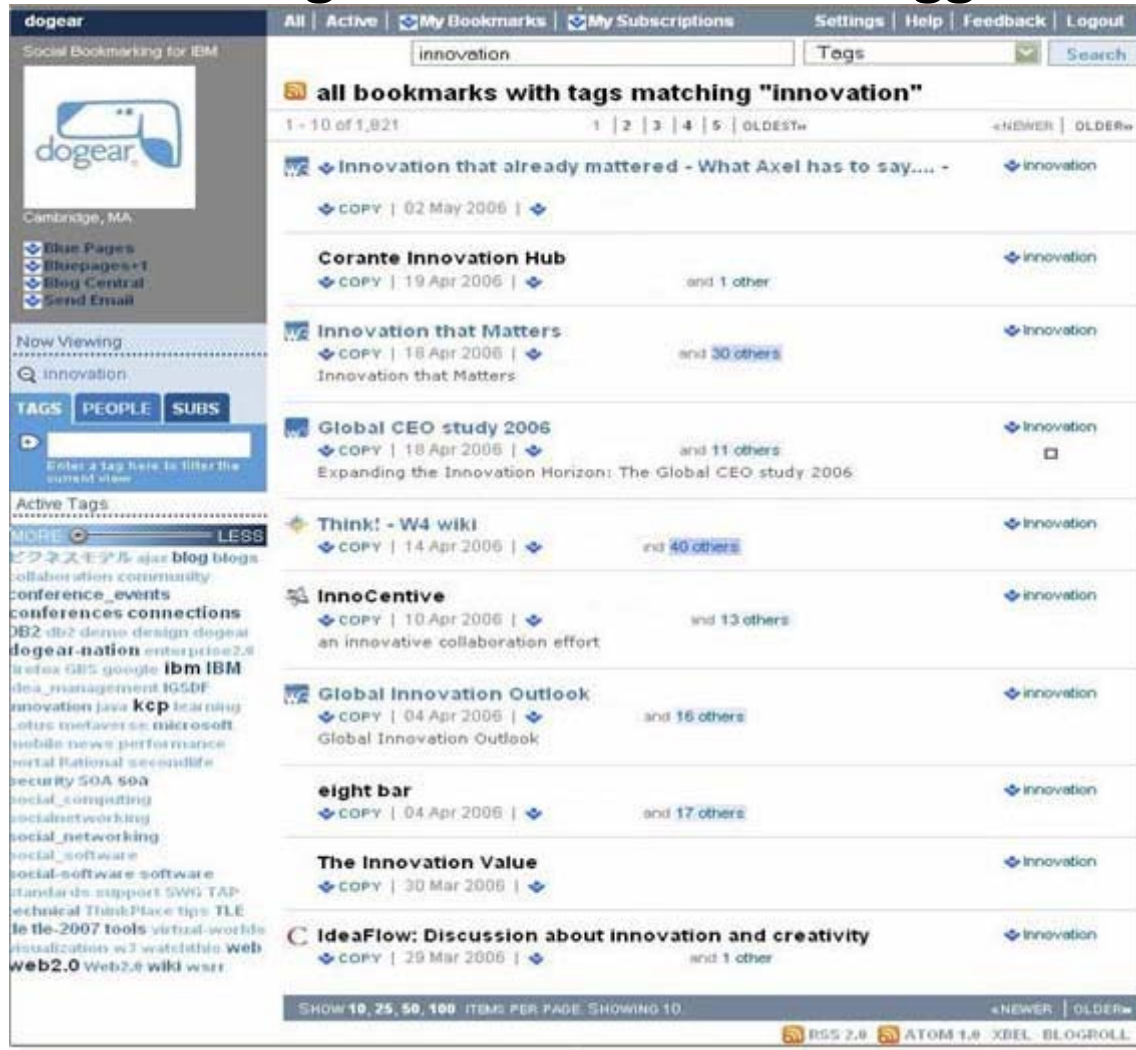
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Example: Foster Identifying new People Patterns at IBM



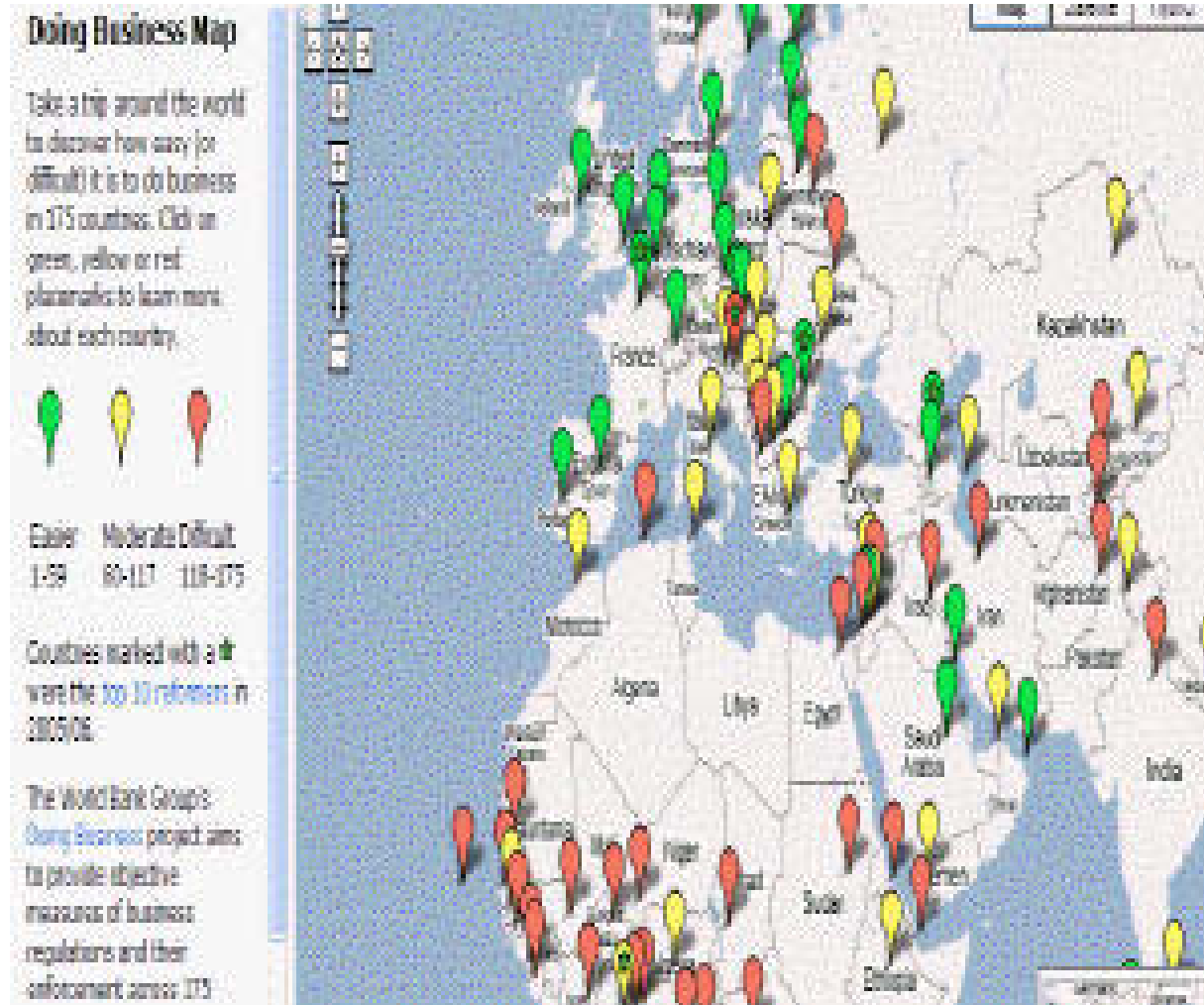
Thanks to Luis Suarez, IBM for this slide

Ex: Use Social bookmarks to find relationships between knowledge that others have tagged

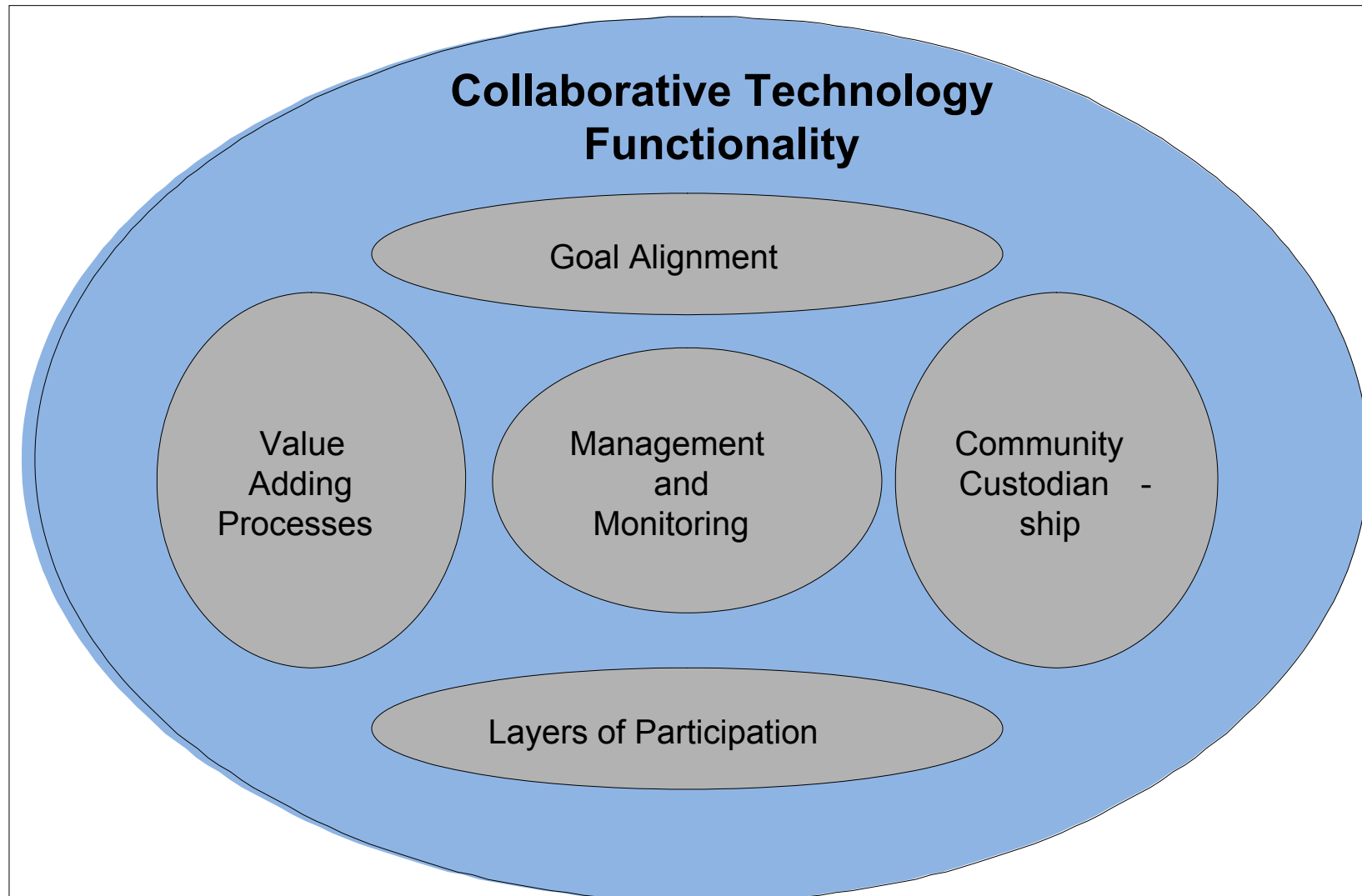


Thanks to Luis Suarez, IBM for this slide

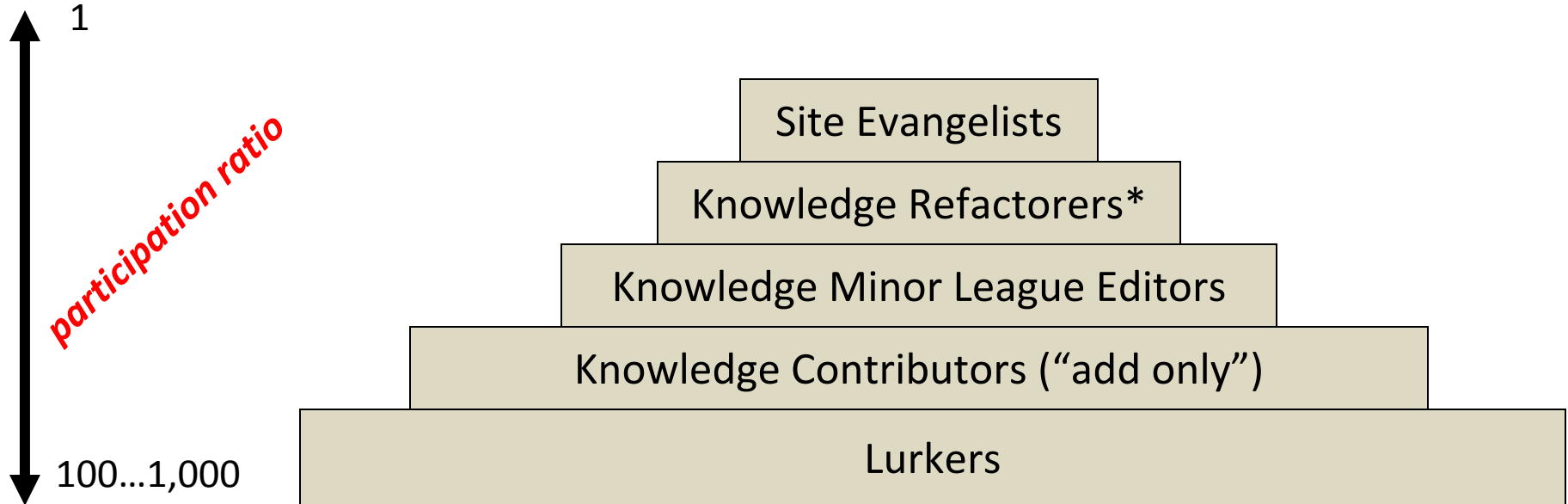
Ex: Foster Underexplored relationships among data at WorldBank



Mass Collaboration Requires:



Mass Collaboration Requires Layers of Participation



* *"Refactoring is the process of rewriting written material to improve its readability or structure, with the explicit purpose of keeping its meaning or behavior."*

To eat our dog food, we need to find:

1. Bottom-up Passion

Focused on issues where collaboration can grow organically as “pull”(e.g., CofP)

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Ideas benefit when everyone generates, integrates; not led (e.g., Jazz)

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