Day 2.2
User Generated Content and Crowdsourcing

MIS5801 Spring 2016: Tokyo
James Moustafellos
(jamescm@temple.edu)

Adapted from material by Munir Mandviwalla and Steven L. Johnson
Breakout Session + Discussion: Business Models around Digital Content

RADIOHEAD

Music at your own price
In groups, discuss the following questions (think back to the ideas in Christensen’s book):

- How did Radiohead sell their album “In Rainbows”? Was it successful? What problems could this create for other artists?
- Compare the disruptive effects of digital content in the music and book publishing industries. What are the similarities and differences?
- What “signals of change” did Amazon respond to in creating the Kindle?
- Why do you think it was more difficult for the record labels to respond to their own “signals of change?”
- How might Radiohead’s experiment in music distribution be disruptive to Amazon?
Class Discussion:
User Generated Content and CROWDSOURCING
Class discussion of the following issues from the readings:

- What are the implications of user-generated content?

- What are their effects on privacy and information sharing?

- Why the “Wisdom of the Crowd” works and when it doesn’t.
Web 2.0 is “social”

- **Web 1.0**
  - Non interactive
  - One-way flow

- **Web 2.0**
  - Interactive
  - User generated

- **Web 3.0**
  - “The semantic web”

User Generated Content

- Facebook
- Twitter
- LinkedIn
- YouTube
- Flickr
- Squidoo
- delicious
- digg
- Blogging*
IMPLICATIONS of User Generated Content

- Power shifts
- Transformation of existing business models
- Changing notions of privacy
- Information overload
What’s the difference between...

...and what is similar?
Crowdsourcing

Condorcet's jury theorem (i.e., Sunstein, 2006)

If each voter is right more than half of the time, then adding more people greatly increases accuracy of majority decision.
Applications

- Social Bookmarking (digg)
  - Voting determines the most interesting stories on the web

- Crowdfunding (spot.us)
  - People choose to fund citizen journalism based on a proposal (real money)

- Prediction Markets (hsx.com)
  - People buy and sell “stocks” in movies and television shows (fake money)
PRESENTATION PLANNING:
TEAM WORK SESSION