

## 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”

Facebook

Twitter

Linkedin

YouTube

Flickr

Squidoo

delicious

digg

Blogging\*

**User  
Generated  
Content**

# IMPLICATIONS of User Generated Content

Power shifts

Transformation of existing business models

Changing notions of privacy

Information overload



What's the difference between...

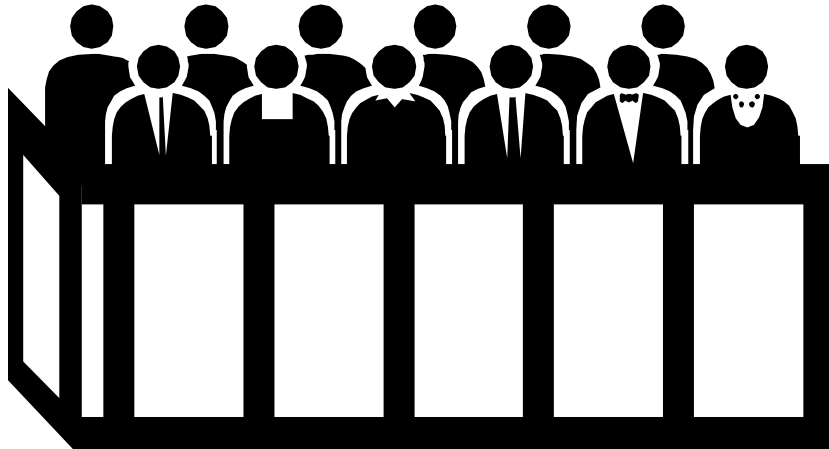


...and what is similar?



# 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**