

Power of the Mass:

Mass Collaboration and Self-Organizations

ACCORDING TO THE THEORIES: WE THINK, WIKINOMICS
AND CROWDSOURCING

How did Facebook, Wikipedia, Linux or the World of
Warcraft gain power?

- Tough questions, isn't it?!

One thing is sure: without people, users or we, could call them consumers, all of this would be an empty platform. A few years ago, some people, such as professors, managers and economists have recognized that brand new way of thinking is rising up. It is about the revolution of the MASS COLLABORATION. It is happening in front of your eyes. Every day self-organized groups, teams and even companies are starting to realize the potential of mass, and try to find new ways to harvest this power. Thanks to this users or consumers become producers of the content, in a blink of an eye. So they are called PROSUMERS.

If are you interested what is the Mass Collaboration and Self Organization, or you really want to know what Collective Creativeness or Wisdom really is, join us!

QUOTES

We Think

Wikinomics

Crowdsourcing

Collective Wisdom

Collective Creativity

Mass Collaboration

Open Source

WEB 2.0

Prosumer

1. Introductions:

- a. What is the topic and what we are going to talk about during the workshop?
A short head-up about the topic, why is this topic interesting in our time

2. What is the “Mass”?

- a. Conversation the Mass and what does it mean?
- b. How the WEB can harvest the mass
- c. Theory: We Think
 - i. Collective creativity and wisdom
- d. Difference between the 20th century and the 21th century firms.
- e. SHARE

3. How it works?

- a. Self-organization
- b. Networks
- c. Organization behavior questions
 - i. Motivation
 - ii. Leadership
 - iii. Power and Decision making
 - iv. Culture
 - v. Conflict and Communication
- d. Advantages and Disadvantage of the Self-Organized firms

4. In practice:

- a. Trends of the Mass
- b. Quotes:
 - i. Prosumer
 - ii. WEB 2.0
 - iii. Open Source
 - iv. Crowdsourcing
- c. Wikinomics
 - i. Openness
 - ii. Peering
 - iii. Sharing
 - iv. Globalism
- d. Examples from the real world:
 - i. Wikipedia, Linux
 - ii. Facebook and Vencorps
 - iii. Myfootball.club

5. Consequences

- a. Where is the world heading?