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COGNITIVE SURPLUS

How Technology Makes Consumers into Collaborators

WITH A
NEW
AFTERWORD

CLAY SHIRKY

Author of *Here Comes Everybody*



Cognitive Surplus How Technology Makes Consumers Into Collaborators

Joel Oesch



Cognitive Surplus How Technology Makes Consumers Into Collaborators:

Cognitive Surplus Clay Shirky, 2010-06-10 The author of the breakout hit *Here Comes Everybody* reveals how new technology is changing us for the better In his bestselling *Here Comes Everybody* Internet guru Clay Shirky provided readers with a much needed primer for the digital age Now with *Cognitive Surplus* he reveals how new digital technology is unleashing a torrent of creative production that will transform our world For the first time people are embracing new media that allow them to pool their efforts at vanishingly low cost The results of this aggregated effort range from mind expanding reference tools like Wikipedia to life saving Web sites like Ushahidi com which allows Kenyans to report acts of violence in real time *Cognitive Surplus* explores what's possible when people unite to use their intellect energy and time for the greater good

Cognitive Surplus Clay Shirky, 2011 **Cognitive Surplus** Clay Shirky, 2011-05-31 The author of the breakout hit *Here Comes Everybody* reveals how new technology is changing us for the better In his bestselling *Here Comes Everybody* Internet guru Clay Shirky provided readers with a much needed primer for the digital age Now with *Cognitive Surplus* he reveals how new digital technology is unleashing a torrent of creative production that will transform our world For the first time people are embracing new media that allow them to pool their efforts at vanishingly low cost The results of this aggregated effort range from mind expanding reference tools like Wikipedia to life saving Web sites like Ushahidi com which allows Kenyans to report acts of violence in real time *Cognitive Surplus* explores what's possible when people unite to use their intellect energy and time for the greater good

Cognitive Surplus Clay Shirky, *Identity and Leadership in Virtual Communities: Establishing Credibility and Influence* Hickey, Dona J., 2014-02-28 The presence and ubiquity of the internet continues to transform the way in which we identify ourselves and others both online and offline The development of virtual communities permits users to create an online identity to interact with and influence one another in ways that vary greatly from face to face interaction *Identity and Leadership in Virtual Communities Establishing Credibility and Influence* explores the notion of establishing an identity online managing it like a brand and using it with particular members of a community Bringing together a range of voices exemplifying how participants in online communities influence one another this book serves as an essential reference for academicians researchers students and professionals including bloggers software designers and entrepreneurs seeking to build and manage their engagement online

Thinking Through Communication Adam Roth, Brenton Malin, Sarah Trenholm, 2025-04-14 This fully updated tenth edition for hybrid introductory communication courses provides a balanced introduction to the fundamental theories and principles of communication The book explores communication in a variety of contexts including interpersonal group organizational and mass media It provides students with the theoretical knowledge and the research and critical thinking skills they will need to succeed in advanced communication courses and professions Organized into three parts this new edition first explores the history of communication studies and explains the basic perspectives used by scholars in the field Part II looks at how

language and listening take place in small and large groups Part III then examines global institutional and public communication This edition includes an additional chapter on research methods reflects the changing nature and norms of communication in the workplace and provides a post COVID assessment of models methods and evaluations of telecommuting practices The appendix gives users the flexibility to tailor their courses to the interests and needs of their students offering guidelines for preparing and presenting public presentations and giving examples of major research methods Thinking Through Communication is an ideal textbook for Introduction to Communication courses that aim to provide a comprehensive overview of the field Material for instructors including PowerPoint slides test questions and an instructor s manual are available at www.routledge.com 9781032499079 **Free Innovation** Eric Von Hippel,2024-04-30 A leading innovation scholar explains the growing phenomenon and impact of free innovation in which innovations developed by consumers and given away for free In this book Eric von Hippel author of the influential Democratizing Innovation integrates new theory and research findings into the framework of a free innovation paradigm Free innovation as he defines it involves innovations developed by consumers who are self rewarded for their efforts and who give their designs away for free It is an inherently simple grassroots innovation process unencumbered by compensated transactions and intellectual property rights Free innovation is already widespread in national economies and is steadily increasing in both scale and scope Today tens of millions of consumers are collectively spending tens of billions of dollars annually on innovation development However because free innovations are developed during consumers unpaid discretionary time and are given away rather than sold their collective impact and value have until very recently been hidden from view This has caused researchers governments and firms to focus too much on the Schumpeterian idea of innovation as a producer dominated activity Free innovation has both advantages and drawbacks Because free innovators are self rewarded by such factors as personal utility learning and fun they often pioneer new areas before producers see commercial potential At the same time because they give away their innovations free innovators generally have very little incentive to invest in diffusing what they create which reduces the social value of their efforts The best solution von Hippel and his colleagues argue is a division of labor between free innovators and producers enabling each to do what they do best The result will be both increased producer profits and increased social welfare a gain for all **Myths in Education, Learning and Teaching** M. Harmes,H. Huijser,P. Danaher,Mahbub Ul Haq,2015-01-27 This collection brings together international scholars to interrogate a range of educational practices procedures and policies around the organizing principle that myths often require critical scrutiny Engaging with key themes in contemporary global education the contributors challenge and address educational myths and their consequences *The Art and Craft of Political Theory* Leslie Paul Thiele,2018-08-15 The Art and Craft of Political Theory provides a critical overview of the discipline s core concepts and concerns and highlights its development of critical thinking and practical judgment The field s interdisciplinary strengths are deployed to grapple with

emerging issues and engage afresh enduring ideals and quandaries While conventional definitions of key concepts are provided original and controversial perspectives are also explored revealing continuity in a tradition of thought while emphasizing its diversity and innovations The Art and Craft of Political Theory illustrates the analytic and interpretive skills the moral and philosophic discernment and the historical knowledge needed to appreciate a tradition of thought to contest its claims and to make good use of its insights Topics include science ideology and normative theory biology culture human nature power and violence ancient modern and postmodern political thought liberty equality justice reason and democracy racial religious gender and economic identities liberalism socialism capitalism communism anarchism feminism and environmentalism social media automation artificial intelligence and other emerging technologies This concise lively and accessibly written book is essential reading for all students of political theory

Thinking Through Communication Sarah Trenholm, 2016-08-19 Praised for its teachability Thinking Through Communication provides an excellent balanced introduction to basic theories and principles of communication making sense of a complex field through a variety of approaches In an organized and coherent manner Thinking Through Communication covers a full range of topics from the history of communication study to the methods used by current communication scholars to understand human interaction The text explores communication in a variety of traditional contexts interpersonal group organizational public intercultural computer mediated communication and the mass media This edition also offers new insights into public speaking and listening This text can be used successfully in both theory and skills based courses Written in a clear lively style Trenholm's overall approach including her use of examples and interesting illustrations helps both majors and non majors alike develop a better understanding of communication as a field of study and an appreciation for ways in which communication impacts their daily lives

To Save Everything, Click Here Evgeny Morozov, 2013-03-05 A New York Times Notable Book of the Year In the very near future smart technologies and big data will allow us to make large scale and sophisticated interventions in politics culture and everyday life Technology will allow us to solve problems in highly original ways and create new incentives to get more people to do the right thing But how will such solutionism affect our society once deeply political moral and irresolvable dilemmas are recast as uncontroversial and easily manageable matters of technological efficiency What if some such problems are simply vices in disguise What if some friction in communication is productive and some hypocrisy in politics necessary The temptation of the digital age is to fix everything from crime to corruption to pollution to obesity by digitally quantifying tracking or gamifying behavior But when we change the motivations for our moral ethical and civic behavior we may also change the very nature of that behavior Technology Evgeny Morozov proposes can be a force for improvement but only if we keep solutionism in check and learn to appreciate the imperfections of liberal democracy Some of those imperfections are not accidental but by design Arguing that we badly need a new post Internet way to debate the moral consequences of digital technologies To Save Everything Click Here warns against a world of seamless efficiency where

everyone is forced to wear Silicon Valley's digital straitjacket **Diversity in Intellectual Property** Irene Calboli, Srividhya Ragavan, 2015-05-28 Leading scholars address the interface between intellectual property and diversity with respect to culture, religion, race, and gender *IT Strategy for Non-IT Managers* Amrit Tiwana, 2017-09-15 How non-IT managers can turn IT from an expensive liability into a cost-effective competitive tool. Firms spend more on information technology (IT) than on all other capital assets combined. And yet despite this significant cash outlay, businesses often end up with IT that is uneconomical and strategically feeble. What is missing in many organizations' IT strategy is the business acumen of managers from non-IT departments. This book presents tools for non-IT managers to turn IT from an expensive liability into a cost-effective competitive tool. It equips readers with the concepts and analytical skills necessary to understand IT needs and opportunities from both sides of the business-IT divide. Each chapter opens with a jargon decoder, nontechnical explanations of the key ideas in the chapter, and ends with a checklist summarizing non-IT factors to consider in IT decisions. Chapters cover such topics as infusing competitive firepower into IT strategy, amalgamating software and data for a hard-to-duplicate competitive advantage, making choices that meet today's business needs without handicapping future strategy, establishing who decides what about IT strategies, sourcing IT and its challenges, protecting IT assets against disaster in ways that IT professionals cannot, and recognizing the business potential of emerging technologies. Examples are drawn from large corporations, small businesses, and nonprofits around the world. The book is suitable for use in the MBA core IT course and is aimed especially at students in professional or executive MBA programs. It will also be a valuable reference for managers.

More Than A Pretty Face Joel Oesch, 2017-07-18 The online social network phenomenon has forever changed the way we think about ourselves in relation to our neighbors. But do these massively popular networks actually build community? *More Than a Pretty Face* invites us to consider the present and future challenges of the Digital Age and offers resources from Lutheran theology, notably from Dietrich Bonhoeffer, that call into question many of the assumptions that support a disembodied understanding of community. What remains is a genuine call for a vibrant theology of embodiment. By recognizing the distinctive features of physical communities, Christians can discern which digital social technologies embrace a view of humanity that necessarily includes the body. There is no need for either the polar extremes of neo-Luddism or the uncritical embrace of all things digital. Rather, Christians are called to respond to needs of the community with empathy, intimacy, and physicality. *Hey, Whipple, Squeeze This* Luke Sullivan, 2016-01-19 The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional. *Hey, Whipple, Squeeze This* has helped generations of young creatives make their mark in the field. From starting out and getting work to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still

king it's not nearly enough This book is an essential resource for advertising professionals who need up to date digital skills to reach the modern consumer Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all and they're less likely than ever to even notice your masterpiece of art and copy let alone internalize it Your job is to craft a piece that rises out of the noise to make an impact Hey Whipple Squeeze This provides the knowledge to create impressive compelling work

Create to Learn Renee Hobbs, 2017-06-22 Want to learn something well Make media to advance knowledge and gain new ideas You don't have to be a communication professional to create to learn Today with free and low cost digital tools everyone can compose videos blogs and websites remixes podcasts screencasts infographics animation remixes and more By creating to learn people internalize ideas and express information creatively in ways that may inspire others Create to Learn is a ground breaking book that helps learners create multimedia texts as they develop both critical thinking and communication skills Written by Renee Hobbs one of the foremost experts in media literacy this book introduces a wide range of conceptual principles at the heart of multimedia composition and digital pedagogy Its approach is useful for anyone who sees the profound educational value of creating multimedia projects in an increasingly digital and connected world Students will become skilled multimedia communicators by learning how to gather information generate ideas and develop media projects using contemporary digital tools and platforms Illustrative examples from a variety of student produced multimedia projects along with helpful online materials offer support and boost confidence Create to Learn will help anyone make informed and strategic communication decisions as they create media for any academic personal or professional project

Shooting a Revolution Donatella Della Ratta, 2018-11-20 From ISIS propaganda videos to popular regime backed TV series and digital activism the Syrian conflict has been dramatically affected by the production of media at the same time generating in its turn an impressive visual culture Yet what are the aesthetic political and material implications of the collusion between the production of this sheer amount of visual media being continuously shared and re manipulated on the Internet and the performance of the conflict on the ground This ethnography uses the Syrian case to reflect more broadly on how the networked age reshapes contemporary warfare and impacts on the enactment of violence through images and on images In stark contrast to the techno utopias celebrating digital democracy and participatory cultures Donatella Della Ratta's analysis exposes the dark side of online practices where visual regimes of representation and media production dramatically intertwine with modes of destruction and the performance of violence Exploring the most socially mediated conflict of contemporary times the book offers a fascinating insight into the transformation of warfare and life in the age of the internet

Politics Recoded Aure Schrock, 2024-09-24 The first detailed history of Code for America that examines how democratically designed government systems can collectively improve technology's impact on society For decades tens of thousands of volunteers and employees of Code for America have taken a different path to institutional

change through designing and implementing infrastructure In *Politics Recoded* Aure Schrock employs a robust organizational ethnography to analyze how Code for America's infrastructural organizing changed how politics get exercised showing how we citizens can work directly with the government on projects to improve our collective livelihoods Drawing from theories of organizing social infrastructure racialized organizations technical cultures and intersectionality Schrock argues that our post techlash society must no longer presume that corporate platforms or social networks can level social inequities An underrecognized yet influential organization Code for America emerged from a tech culture background that prioritized networks and publicity over the long slow work of institutional change But its evolution demonstrates how to push beyond the fundamental flaws of tech forward organizing This the first history of Code for America shows how promoting agentic citizenship and brokering in empathy let the organization influence policy at all levels of government and demonstrates why we need to bolster institutions to ensure that everyone is justly represented and receiving the benefits Appealing to those in political science communication and information studies *Politics Recoded* will empower practitioners and activists to revolutionize technological design and participate in alternative forms of civic engagement

Media Resistance Trine Syvertsen, 2017-04-03 This book is open access under a CC BY license New media divide opinion many are fascinated while others are disgusted This book is about those who dislike protest and try to abstain from media both new and old It explains why media resistance persists and answers two questions What is at stake for resisters and how does media resistance inspire organized action Despite the interest in media scepticism and dislike there seems to be no book on the market discussing media resistance as a phenomenon in its own right This book explores resistance across media historical periods and national borders from early mass media to current digital media Drawing on cases and examples from the US Britain Scandinavia and other countries media resistance is discussed as a diverse phenomenon encompassing political professional networked and individual arguments and actions

Disconnected Carrie James, 2016-09-02 How young people think about the moral and ethical dilemmas they encounter when they share and use online content and participate in online communities Fresh from a party a teen posts a photo on Facebook of a friend drinking a beer A college student repurposes an article from Wikipedia for a paper A group of players in a multiplayer online game routinely cheat new players by selling them worthless virtual accessories for high prices In *Disconnected* Carrie James examines how young people and the adults in their lives think about these sorts of online dilemmas describing ethical blind spots and disconnects Drawing on extensive interviews with young people between the ages of 10 and 25 James describes the nature of their thinking about privacy property and participation online She identifies three ways that young people approach online activities A teen might practice self focused thinking concerned mostly about consequences for herself moral thinking concerned about the consequences for people he knows or ethical thinking concerned about unknown individuals and larger communities James finds among other things that youth are often blind to moral or ethical concerns about privacy that

attitudes toward property range from what s theirs is theirs to free for all that hostile speech can be met with a belief that online content is just a joke and that adults who are consulted about such dilemmas often emphasize personal safety issues over online ethics and citizenship Considering ways to address the digital ethics gap James offers a vision of conscientious connectivity which involves ethical thinking skills but perhaps more important is marked by sensitivity to the dilemmas posed by online life a motivation to wrestle with them and a sense of moral agency that supports socially positive online actions

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