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Summary: Part of the MIT Press Essential Knowledge Series, this book is an academic overview of crowdsourcing. Daren C. Brabham aims to define crowdsourcing concepts and theories, define four categories of crowdsourcing, and lay out the issues and future potential surrounding this new form of organizing.

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The book is the latest in the MIT Press Essential Knowledge series. What Exactly Counts as Crowdsourcing? Today the word “crowdsourcing” is thrown around with a lot of fanfare by some, and it’s a taken-for-granted business buzzword by others, but I would argue that relatively few people really use the term correctly.

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Crowdsourcing, Brabham tells us, is an online, distributed problem solving and production model that leverages the collective intelligence of online communities for specific purposes set forth by a crowdsourcing organization -- corporate, government, or volunteer. ... MIT Press essential knowledge series. File: PDF, 4.26 MB. Preview. Send-to ...

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Crowdsourcing (MIT Press Essential Knowledge) (Paperback) ... MIT Press, 9780262518475, 138pp. Publication Date: May 10, 2013. List Price: 15.95* * Individual store prices may vary. Description. A concise introduction to crowdsourcing that goes beyond social media buzzwords to explain what crowdsourcing really is and how it works.

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