

Field:

Social Sciences

Session Topic:

Collective Intelligence

Speaker:

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The Internet has created unprecedented opportunities for collaboration among scientists, developers and businesses. It has also given us access to a huge pool of people who wish to participate in projects contributing different perspectives and expertise. Much of this potential goes unused because of the difficulty of coordinating useful activity and the siloing of knowledge that is typical of both business and academic data.

The term “collective intelligence” is often used to describe methods of combining information from many different sources to produce entirely novel conclusions. In this talk I will discuss both social and technical means by which this is accomplished. I will discuss techniques such as capturing implicit behavior, purposeful games, automated reconciliation and text-mining. I will show how I have applied these techniques to many domains including biological modeling, business relationships and media.