

March 12, 2012
Digital Rhetoric

<http://www.sporcle.com/games/Jerlerner/eng-403-jenkins>

<http://www.youtube.com/watch?v=bVGqE726OAo>

<http://www.youtube.com/watch?v=XYSxjW55Kzc>

1) How can Collective Intelligence be accessed to be used Productively?

_____ In criticism

_____ In fan response*

_____ In audience studies

_____ *In activism**

_____ *Business and Restaurant Reviews* (sites like 'Urbanspoon', etc)***

_____ *Product Reviews*

_____ *In politics

_____ *Book Reviews-NA

_____ **For tourists---what places to go to**-NA

_____ *In holding governments/businesses accountable RS

_____ Food reviewsGC

_____ *Workout plans- what works well what doesn't GC

Collective intelligence is based on the idea that no one person can know everything. One person filling the gaps in another person's knowledge can lead to a more complete solution. MR

2) How can Collective Intelligence be used Destructively?

_____ **Yellow Journalism (combining collective intelligence with propaganda and exaggeration)

_____ *There are some things that people don't want or don't need to know. Or things that would be dangerous in the wrong hands. Nuclear codes would be a bad thing to share to people who might want to use them on Chicago or something. The question comes down to where one draws the line between what knowledge should be available to which people. MR*

When fans obsess about a celebrity's or politician's private life and use their collective * intelligence to get more information than they need or should have, that can be destructive. (EB)

Hacking / taking over websites

Developing viruses*

when spoilers revealed upset fans and ruin the whole experience (r.s)*
informants are punished, even if their intentions were for the common good* (r.s.)
diplomacy is compromised because of irresponsible release of information* (r.s.)
When collective intelligence is treated as general knowledge
Invading your train of thought- your attention span
*SO, Sharing knowledge that is not meant to be shared-NA

Invading people's privacy RS

I think this depends on your definition of "productivity" and "destruction" --- Is a website like WikiLeaks productive or destructive? Surely it depends on who you are and what the information being leaked has to do with you. (MH) **

3) Are the Following Examples of Collective Intelligence? Why, or how so?

_____Wikipedia

*Yes--if any member of the group has knowledge it can be shared with all members of the group and the group can operate as if all members of the group have that knowledge. (EB)

*Yes, individuals have the opportunity to edit the texts and build off of what other people have written.

Wikileaks

Message Boards

Yeah, members can all contribute and comment on each other's posts

Yes, every member adds and builds upon what was previously said. People are able to talk critically about what is posted

Library Research

It depends on what the research is going to. If it's for an individual paper, not so much. If it's a group of people trying to put together an anthology of some sort, then yes. MR

Community Postings

Tests and Quizzes

*No, unless they're very atypical--otherwise they're designed to test one person's knowledge and intelligence. (EB)

No because you are on your own there and it doesn't matter what everyone else knows
My teachers never ever thought so

Brain Trusts

*They keep knowledge in a strict in-group; very exclusiveRS

Text books

I'd say no. They're usually an example of one person's knowledge being shared among many people, and although that one person might know a lot, it's not the same thing as a group sharing all their knowledge among themselves. EDIT: I guess writing textbooks can be collective intelligence, but I'd argue that it usually isn't. My previous answer was written considering the point of view of the users of text books. (EB)

-- I'd say that they can be. Maybe we can ask/discuss: what are the differences between collaboration (or collaborative authorship) and collective intelligence? Is collective intel more of a digital phenomenon?

In a way it can be for at least the people who write the text books i would hope they have some kind of collective intelligence.

**I would say that the process of writing textbooks could be an example of collective intelligence especially if there are many others, but I do not think that the finished textbook represents collective intelligence NA.

Emails

**It depends on who/how many people are a part of the email thread. For example, the Musical Theatre department has a departmental email group only for the students. On here, we share information such as videos or pictures we think might be relevant to the whole group, we ask for information such as pdf's of songs, or we spread information such as an upcoming party. This would be considered collective intelligence, while an email between me and one other person might not. (MH)

Ctools

*Can be the collective knowledge of the class--I've seen review sessions directed by students and the prof in the chat room section

**The chat room feature would probably be an example of collective intelligence. People ask questions and if someone answers with the wrong answer another people can go into the chat room to provide the right one- NA

it depends on what Ctools is being used for...I believe certain aspects of Ctools pertain to shared knowledge for example when the professor uploads course materials for everyone in the class to view. However, applications such as forums, chat, or exchanging assignments/work for feedback through Ctools dropboxes exemplify how it can be used for collective intelligence since interactivity is the main focus and purpose (r.s)

I think the forum option on Ctools or chat can be collective intelligence but other than that it is

mostly used to give assignments and turn in individual assignments GC

*It depends on how the professor uses it. I think CTools is at it's best when collective intelligence is a part of the site (forums, chat, etc.) but many professors ignore these helpful tools. (MH)