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Using Crowds for Collective Sensemaking

Sensemaking in organizations is often done by small groups of people at the top of the organization or in specialized units for market research, strategic planning, environmental scanning, or similar functions. This talk will describe how larger “crowds,” including many more people from inside or outside an organization, can also help do effective sensemaking. For instance, the talk will show how crowds can report facts, make judgements, suggest ideas, and develop interpretations, all important parts of sensemaking. Examples described will include Wikipedia, prediction markets, InnoCentive, and the MIT Climate CoLab.