
CONTENTS

Foreword BIRD	007
About the Book	009
Introduction: Coming to Terms with Crowdsourcing	015
Chapter One: The Reinvention of the Crowd	
The More the Wiser	038
The Physical and the Virtual Crowd	046
Fear and Loathing in the Ivory Tower	053
The Business of Crowd Manipulation	058
From Global Brain to Collective Intelligence	062
Chapter Two: Early Concepts of Online Collaboration	
Augmenting Human Intellect	070
The Kool Tools of the Electric Communards	081
Free Software Hacker Ethics	090
Recursive Publics	099
The Source of the Well	101
Chapter Three: The Design of Crowdsourcing	
Making Small Contributions Matter	113
Gamified Harvesting of the Cognitive Surplus	122
Mapping Paid Crowdwork in the Platform Economy	130
The Cognitive Piecework of the Mechanical Turk	145
Micro-Task Management	151

Chapter Four: The Crowdsourcing of Design

Creativity Contests	164
Let Them Design Logos	171
What are the Odds?	180
Global Crowd, Local Community	191
Designing a Fairer Crowd-Design Platform	196

Conclusion: Towards an Ethics of Creative Crowdwork

The Author	237
Acknowledgments	238
Bibliography	239