Relación entre el crowdsourcing y la inteligencia colectiva: el caso de los sistemas de etiquetado social

Title: "Relationship between crowdsourcing and collective intelligence: the social tagging systems case"

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ABSTRACT

Crowdsourcing is a recently coined term that refers to a type of initiatives that exist on the Internet. In these initiatives, someone, whether a company, a person or an institution, offers to the Internet crowd the accomplishment of a task in exchange for a reward.

For these initiatives to be carried out, Internet, and more specifically, the development of Web 2.0 have been critical. Internet, in addition to being the crowdsourcing technological base, allows such initiatives to access to hundreds of thousands of individuals from all over the world.

Because it is a recently coined term, the existing literature is scarce, altough it's a reality that is being gradually changing. Furthermore, the conceptual boundaries of the term are blurred. For this reason it is often confused with other processes that, although they're related to crowdsourcing, they're not the same. These processes are for example open innovation, co-creation or collective intelligence.

This thesis aims to clarify which is the relationship between crowdsourcing and one of these phenomena: collective intelligence. To this end, the social tagging systems will be analyzed, a Web 2.0 application clearly within the scope of collective intelligence, to see the differences and similarities with crowdsourcing.

In the way of claryfing this relationship, other significant milestones are reached that help achieve the objective of the thesis. Regarding crowdsourcing, the term has been defined based on eight elements, what facilitates future identifications of what is or is not crowdsourcing. It has also been developed an integrated typology of crowdsourcing initiatives, based on other author typologies. Regarding social tagging systems, these systems has been analyzed and described, showing how can favor collaborative research processes and how users use the different kind of tags used to describe Internet resources.