[Introduction to mass collaboration], [Human computation], [Open call], [Distributed data collection], [Fragile Families Challenge]

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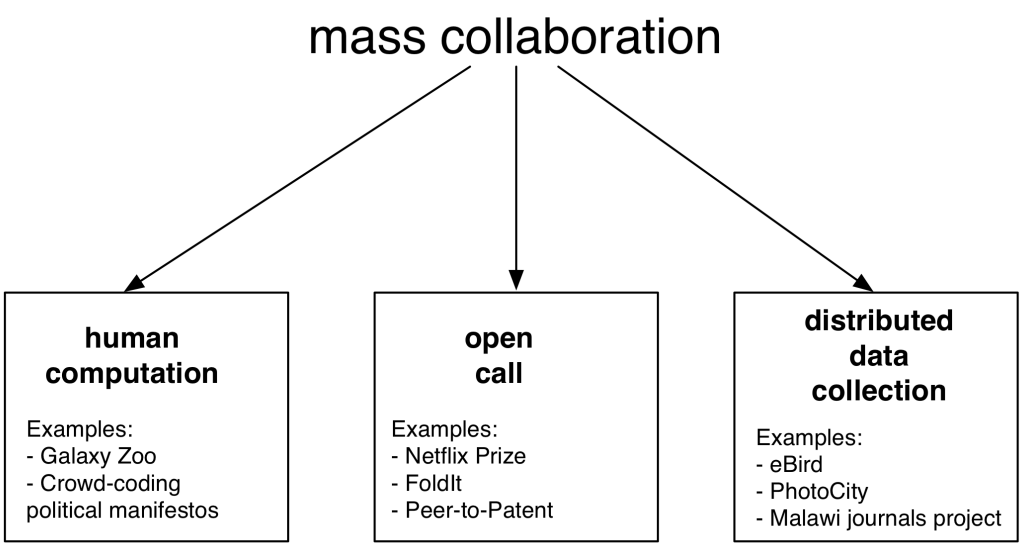
1) Introduction
2) Observing behavior
3) Asking questions
4) Running experiments
5) Mass collaboration
6) Ethics
7) The future

Mass collaboration combines ideas from

- crowdsourcing
- citizen science
- collective intelligence


mass collaboration
human computation
Examples:
- Galaxy Zoo
- Crowd-coding political manifestos
open call
Examples:
- Netflix Prize
- FoldIt
- Peer-to-Patent
distributed data collection
Examples:
- eBird
- PhotoCity
- Malawi journals project

Guiding idea:
Collaborators not cogs (ornithology and astronomy are examples)

- Is this really research?

- ~~Is this really research?~~
- Does this enable new research?

- Is this perfect?

- ~~Is this perfect?~~
- Is this better than we can do without mass collaboration?

- Is this impossible?

- ~~Is this impossible?~~
- Is this possible?

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