



众包--群体智慧的完美体现

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L'ORÉAL
PARIS



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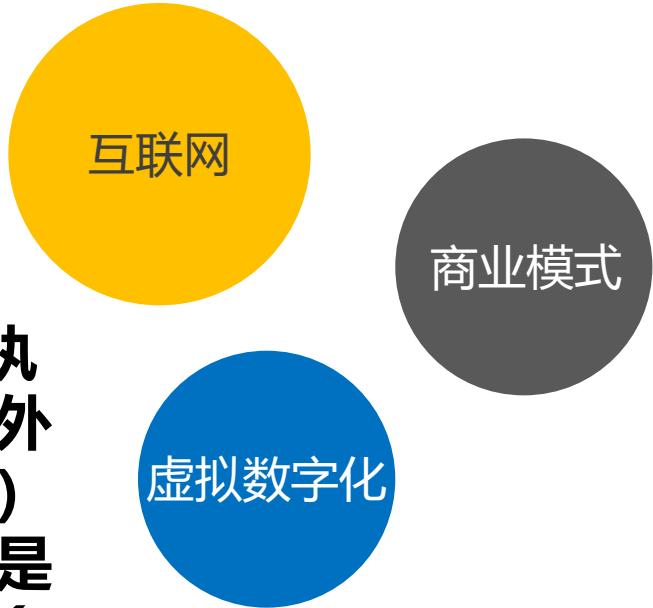
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[定义]

一个公司或机构把过去由员工执行的工作任务，以自由自愿的形式外包给非特定的（而且通常是大型的）大众网络的做法。众包的任务通常是由个人来承担，但如果涉及到需要多人协作完成的任务，也有可能以依靠开源的个体生产的形式出现。



众包的交易模式？

The image shows a person's hands typing on a laptop keyboard, with the screen displaying a website for 'CITYWIDE // REDEFINING PROPERTY MANAGEMENT'. The website features a large image of a classical statue's head, likely the 'Equestrian Statue of Marcus Aurelius' in Rome. The navigation bar includes links for Home page, What we do, Key People, Testimonials, Contact Us, and a phone number Tel: 0845 077 8582. The main content area is divided into three sections: FOCUSED (describing their specialization in commercial property management), BESPOKE (mentioning tailored solutions for landlords, tenants, and investors), and TRANSPARENT (referring to RICS codes of practice). A 'COMMERCIAL PROPERTY MANAGEMENT' section details their focus on buildings and nationwide services. A 'Free Commercial Property Survey' offer is also mentioned. On the right side, there is a 'LATEST NEWS' column with three recent articles: 'Treasury sells stake in Tandao Bay' (18/01/2010), 'Aberdeen spends £40m in three months' (18/01/2010), and 'Liverpool Vision's Jim Gill to retire' (18/01/2010). The footer notes 'Site developed by Montgomery Knagton'.

Crowdsourcing: 发包方、接包方、中介机构



发包方：发布任务。有技术需求需要解决的人或企业

接包方：数量众多的网络用户，可以是专业人士，也可以是非专业的兴趣爱好者，向发包方提供技术解决方案

中介机构：是沟通发包方与接包方的桥梁，发包方通过与中介机构（通常是网站）合作，并缴纳保证金，在中介平台——任务库中发布需要解决的任务、课题及其相关要求。接包方通过注册的方式进入任务库寻找适合自己的课题并投标，课题完成后提出的解决方案由中介反馈到发包方，发包方对方案进行筛选并审核通过后，中介机构兑现酬金，若没通过则返回到任务库，进入下一个任务解决过程。

众包的出现背景？

The image shows a person's hands typing on a laptop keyboard. The laptop screen displays a website for 'CITYWIDE // REDEFINING PROPERTY MANAGEMENT'. The website features a large image of a horse's head, navigation links like 'Home page', 'What we do', 'Key People', 'Testimonials', and 'Contact Us'. It highlights three core values: 'FOCUSSED' (stick to what clients tell us we are good at), 'BESPOKE' (tailored solutions), and 'TRANSPARENT' (adherence to RICS codes). A 'LATEST NEWS' section includes articles about Treasury Holding's stake in Tandao Bay, Aberdeen's expansion, and Liverpool Vision's Jim Gill's retirement. The footer credits 'Montgomery Knagton' for website development.

CITYWIDE // REDEFINING PROPERTY MANAGEMENT

Tel: 0845 077 8582

FOCUSSED
We don't buy, sell or let property, we just stick to what our clients tell us we are good at, commercial property management.

BESPOKE
No two buildings, landlords, or tenants are alike, that's why our property management solutions are tailored.

TRANSPARENT
We work to the RICS codes of practice to deliver a reliable and ethical service.

LATEST NEWS

18/01/2010 Treasury sells stake in Tandao Bay
Treasury Holdings' China Real Estate Company (TRECO) has sold a stake in its Tandao Bay scheme for a 9% premium to the property's most recent valuation. [...]

18/01/2010 Aberdeen spends £450m in three months
Aberdeen Property Investors has bought £250m of UK commercial property in the last three months with another £500m still to spend. [...]

18/01/2010 Liverpool Vision's Jim Gill to retire
Liverpool Vision's chief executive Jim Gill has announced his plans to retire. [...]

Site developed by Montgomery Knagton

Origin: 众包概念在古代



古时候官府捉拿罪犯，在城门边贴一布告，悬赏，发动尽量多的人参与。官府等于是把抓人的事包给了所有人，用赏金刺激人们举报罪犯。这就是最原始的众包，包给众人、每一个人。这种让多人参与的事例不胜枚举，比如现在的竞标、拍卖等。

众包这一概念古已有之，但到底是谁首次提出这一概念呢？



其实最早发现这一概念的是一些日本，新西兰，英国和加拿大的专业记者，但不幸的是，尽管他们较早的发现了众包这一概念，但是却没有做足后续工作，没能把这一概念系统化的描述出来。直到2006年7月，美国记者杰夫·豪威才首次在《连线》杂志上撰文总结出众包概念：“把内部员工或外部承包商所做的工作外包给一个大型的、没有清晰界限的社会群体去完成。”任何人，只要你愿意，都可以来试试，贡献你的智慧。

众包的案例？

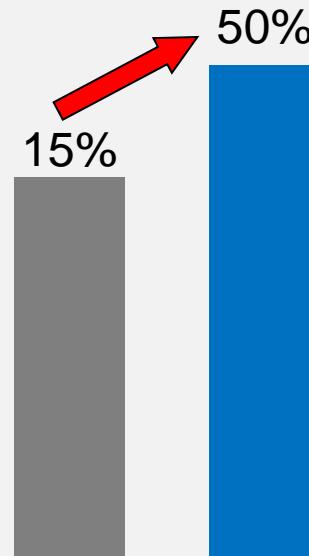
The laptop screen shows the homepage of [Citywide](#), a property management company. The header features a logo of a building, the text "CITYWIDE // REDEFINING PROPERTY MANAGEMENT", and a phone number "Tel: 0845 077 8582". The main navigation menu includes "Home page", "What we do", "Key People", "Testimonials", and "Contact Us". Below the menu is a large image of a classical statue's face. To the right of the image are three columns: "FOCUSED" (about sticking to what clients tell them), "BESPOKE" (about tailored solutions), and "TRANSPARENT" (about RICS codes of practice). A section titled "COMMERCIAL PROPERTY MANAGEMENT" discusses their focus on buildings and commitment to clients. A "Free Commercial Property Survey" button is visible. On the right side, there is a "LATEST NEWS" section with three articles: "Treasury sells stake in Tandao Bay" (18/01/2010), "Aberdeen spends £40m in three months" (18/01/2010), and "Liverpool Vision's Jim Gill to retire" (18/01/2010). The footer notes "Site developed by Montgomery Knagton".

宝洁的众包革命

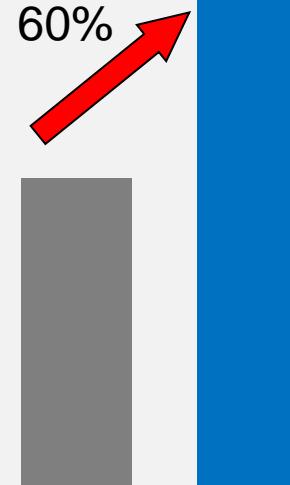
2000年以前

研发成本不断上升
股价下跌一半多
销售业绩平平

2000年以后



2000年 2005年
外部创新比例



以前 现在
研发能力

公司研发人员
9000人
外围研发人员
150万人

亚马逊、阿迪达斯和宜家的众包革命

Amazon:

网络零售巨头亚马逊推出了提供众包服务的平台

Mechanical Turk,

企业用户针对的是那些需要以数美分起价外包简单计算任务的公司，而个人用户将通过完成某项工作获得小额的报酬。



夹克: X30164
比基尼: X30165
JS Wings: V24619
Kid: V24620



王 科

众包与外包的区别 ?

The image shows a person's hands typing on a laptop keyboard. The laptop screen displays the homepage of 'CITYWIDE // REDEFINING PROPERTY MANAGEMENT'. The page features a large image of a horse's head, navigation links (Home page, What we do, Key People, Testimonials, Contact Us), and three main service pillars: FOCUSED, BESPOKE, and TRANSPARENT. Below these are sections for Commercial Property Management and Free Commercial Property Survey. A sidebar on the right lists 'LATEST NEWS' with articles about Treasury's stake in Tandao Bay, Aberdeen spending £100m, and Liverpool Vision's Jim Gill retiring.

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FOCUSED

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众包与外包的区别: 什么是外包?

所谓外包，是指企业整合利用其外部最优秀的专业化资源，从而达到降低成本、提高效率、充分发挥自身核心竞争力和增强企业对环境的迅速应变能力的一种管理模式。它是社会专业化分工的必然结果，是专业化作用下规模经济的产物；强调的是高度专业化，主张企业“有所为、有所不为”；信赖的是专业机构和专业人士，主张“让专业的人干专业的事”。

众包与外包的区别: 众包是什么?

众包则是互联网力量彰显的产物，强调的是社会差异性、多元性带来的创新潜力，倚重的是“草根阶层”，相信“劳动人民的智慧是无穷的”，主张“三个臭皮匠顶个诸葛亮”。外包是指我们雇用人员提供服务，劳资双方的关系到此为止，其实和雇佣关系没什么两样。但众包是从外部吸引人才的参与，使他们参与到这广阔的创新与合作过程。这是两种完全不同的概念。”

众包的特点分析？

The image shows a person's hands typing on a laptop keyboard, with the screen displaying a website for 'CITYWIDE // REDEFINING PROPERTY MANAGEMENT'. The website features a large image of a horse's head, navigation links like 'Home page', 'What we do', 'Key People', 'Testimonials', and 'Contact Us'. It highlights three service pillars: 'FOCUSSED' (specializing in commercial property management), 'BESPOKE' (tailored solutions for individual clients), and 'TRANSPARENT' (adhering to RICS codes of practice). A 'LATEST NEWS' section includes articles about Treasury Holding's stake in Tandao Bay, Aberdeen's expansion, and Liverpool Vision's Jim Gill's retirement. The footer notes 'Site developed by Montgomery Knagton'.

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LATEST NEWS

Treasury sells stake in Tandao Bay

Aberdeen spends £40m in three months

Liverpool Vision's Jim Gill to retire

Site developed by Montgomery Knagton

Crowdsourcing: 特点分析

众包是对外包的颠覆

携手用户协同创新

延伸创新边界，借社会资源为己用

“草根”创新成为主流



第一，众包是对外包的颠覆。

第二，众包是对外包的颠覆。

第二，众包蕴含着“携手用户协同创新”的理念。

众包意味著产品设计由原来的以生产商为主导逐渐转向以消费者为主导，这是因为没有人比消费者更早、更准确了解自己的需求。因此，如果在产品设计过程中尽早吸收消费者的主观意见，尽早让消费者参与进来，企业的产品将更具创造力，也更容易适应市场需求并获得利润上的保证。

第三，众包延伸了创新边界，借社会资源为己所用。

以往，企业的研发和创新模式基本上都是“各搞各的，老死不相往来”。如今，越来越多的企业采用了“内外结合”的方式，纷纷放眼外部，借助于社会资源来提升自身的创新与研发实力。

第四，在众包中，“草根”的创新愈发成为主流。

轰轰烈烈的软件开源运动充分证明，由网民协作网络写出的程序，质量并不低于微软、Sun 等大公司的程序员开发的产品。法国标致汽车集团 2005 年设计大赛的获奖作品 Moove 也出自一名 23 岁的葡萄牙学生之手。由此可见，星星之火可以燎原，草根也是一支不可忽视的潜力股！

邵黎炯

众包的相关信息？

The image shows a person's hands typing on a laptop keyboard, with a blurred background of a city skyline. A dark rectangular overlay on the left contains the Chinese characters "邵黎炯". A purple rectangular overlay at the bottom contains the question "众包的相关信息？". The laptop screen displays the homepage of the Citywide website. The header features a logo and the text "CITYWIDE // REDEFINING PROPERTY MANAGEMENT". The navigation menu includes links for "Home page", "What we do", "Key People", "Testimonials", "Contact Us", and "Tel: 0845 077 8582". Below the menu is a large image of a classical statue's face. To the right of the image are three columns: "FOCUSED" (about sticking to what clients tell us they are good at), "BESPOKE" (about tailored solutions for different clients), and "TRANSPARENT" (about adhering to RICS codes of practice). At the bottom of the page, there is a section for "LATEST NEWS" with links to articles about Treasury Holding's stake in Tandao Bay, Aberdeen's expansion, and Liverpool Vision's Jim Gill.

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COMMERCIAL PROPERTY MANAGEMENT

Citywide is a specialist commercial property management company focusing solely on the management of buildings. We provide property management solutions for landlords, tenants, owner occupiers, developers, landowners and investors nationwide. We are passionate about property and fully committed to delivering results for our clients.

Free Commercial Property Survey

We are confident that we can identify cost savings and increase your income, just contact us to arrange a free survey of your property. There is no obligation to use our services we will simply visit the site and make some recommendations that will improve the management of the building. Please visit our testimonials section to see what our clients think of our service.

LATEST NEWS

[Treasury sells stake in Tandao Bay](#)

18/01/2010 Treasury Holdings' China Real Estate Company (TCE) has sold a stake in its Tandao Bay scheme for a 9% premium to the property's most recent valuation. [...]

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[Liverpool Vision's Jim Gill to retire](#)

18/01/2010 Liverpool Vision's chief executive Jim Gill has announced his plans to retire. [...]

Site developed by [Montgomery Knutson](#)

众包植根于一个平等主义原则：每个人都拥有对别人有价值的知识或才华。众包作为桥梁将“我”和“他人”联系起来。每个人都拥有自己的特质，每个“我”都站在众包的中心，这不是人类20世纪以来商业社会的思维习惯。——自然创造了人类个体的独特性，这种独特性存在于一大群人中时，构成了多样化。

另一方面，群体的定义是“一群因共同特点结合在一起的人”。如共同点太多，会削弱集体智能；而集体智能的活跃程度和一群人中多样化的程度，及人们表达个人意见的能力成正比。多样化要想战胜超人能力，必须满足一些限定条件。首先，这个问题必须真的很难解决。其次，大众必须具备随时解决问题的能力。最后，参与者必须来自一个足够大的群体，因为群体的智慧因此胜过其中最聪明的人。

虚拟组织既是公司，更是社区

管理大师德鲁克所认为的“下一个社会”，“既是一个知识社会，也是一个组织社会，因为只有通过组织化的实践，知识才能够产生效用。而且，这个知识社会中的企业更像一个社会化和网络化的非营利机构。”众包的实践，验证了德鲁克20多年前的预见：其一、众包的知识组织也是一种类学术机构。同样早在1983年，MIT的电脑专家理查德·斯托曼就决定一个人对盖茨开创的软件工业宣战，他还为黑客团体模糊的偏好下了“专业团体”的定义。“这是伟大革命的第一枪，但在当时几乎没有人听到”。其二、就是本节的主题：组织更像一个个NGO和社区，而不是公司。不要想当然地认为公司制就是人类最好的生产方式。管理大师查尔斯·汉迪也认为，“公司制不过是人类社会近150年来选择的一种生产方式”。

众包也需要领袖

对众包的误解之一是，大众是分开工作的。事实上最成功的众包都是由大众和指导他们的某几个人合作完成，这些人在开源软件中称做“仁慈的独裁者”。2006年，计算机科学家杰龙·拉尼尔在网络杂志《边缘》上发表文章，名为《数字毛泽东主义》。他有一些精辟的总结——“在我所知道的（运用）集体智慧的每一个实例中，都有一些善意的个人，他们指导和鼓舞着群众。这些人把注意力放在集体身上，在某些应用中，他们也纠正了一些人云亦云造成的错误。”换言之，就像在开源软件计划Linux中林纳斯·托瓦兹的作用一样，我们需要一些决策者，社区也需要领袖。

对众包的评价？

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Site developed by [Montgomery Knagton](#)

美国麻省理工学院研究科技创新的讲师Karim Lakhani一直很关注“创新中心”的发展，“‘创新中心’的力量源泉在于，‘解决者’们多元化的知识背景”，在追踪调查了由26家公司张贴出来的166个问题后，Lakhani得出这样的结论，“事实上我们发现，‘解决者’越是对于某个领域不熟悉，越是容易出成果”。先锋社会学家Mark Granovetter把这样的现象称之为“松绑的力量”——最高效的网络，是那些联结了最广泛的信息、知识和经验的网络。

“解决者”们来自世界四面八方，背景也是五花八门，在车库里做实验的大有人在，还有的是在校学生，破解化学难题的高手里面也不乏律师。

上文提到的Melcarek原来所学的专业是微粒加速器，由于经济上的压力，他不得不放弃深造的机会成为一名工程师，每天从事设计加热孔、工业喷漆机器人等工作，“朝九晚五的日子让我感觉很不好”，他感到自己的科学知识和探索的欲望完全没有得到充分的发挥。在“创新中心”，他终于找到了自己的舞台，他的得意之作之一，是为著名的日用品公司高露洁-棕榄公司提供了一个方案，用电子物理的方法解决了牙膏封装的难题。

“这个办法极其简单，” Melcarek说，为什么高露洁没有想到呢？“他们的研发人员可能都是和试管打交道的化学家，缺乏物理专业知识”。 Melcarek没花什么力气就赢得了2.5万美元，同样的课题，如果由高露洁公司自己的研发人员来解决的话，花费可能将是这个数字的几倍——前提是如果他们能解决的话。

Melcarek对自己的业余成就和收入相当满意。但是，对Melcarek来说像天使降临一样的众包大潮，对于另一些人来说就如同魔鬼一样可怕。

国内的众包平台有哪些？

The image shows a person's hands typing on a laptop keyboard. The laptop screen displays a website for 'CITYWIDE // REDEFINING PROPERTY MANAGEMENT'. The website features a large image of a horse's head, navigation links like 'Home page', 'What we do', 'Key People', 'Testimonials', and 'Contact Us'. It highlights three service pillars: 'FOCUSSED' (specializing in commercial property management), 'BESPOKE' (tailored solutions for individual clients), and 'TRANSPARENT' (adhering to RICS codes of practice). A 'COMMERCIAL PROPERTY MANAGEMENT' section discusses their focus on buildings and nationwide client base. A 'Free Commercial Property Survey' offer is also mentioned. On the right, a 'LATEST NEWS' column lists articles: 'Treasury sells stake in Tandao Bay' (18/01/2010), 'Aberdeen spends £400m in three months' (18/01/2010), and 'Liverpool Vision's Jim Gill to retire' (18/01/2010). The footer notes 'Site developed by Montgomery Knagton'.

CITYWIDE // REDEFINING PROPERTY MANAGEMENT

Tel: 0845 077 8582

FOCUSSED
We don't buy, sell or let property, we just stick to what our clients tell us we are good at, commercial property management.

BESPOKE
No two buildings, landlords, or tenants are alike, that's why our property management solutions are tailored.

TRANSPARENT
We work to the RICS codes of practice to deliver a reliable and ethical service.

LATEST NEWS

18/01/2010 Treasury sells stake in Tandao Bay

18/01/2010 Aberdeen spends £400m in three months

18/01/2010 Liverpool Vision's Jim Gill to retire

Site developed by Montgomery Knagton

Crowdsourcing platform



智慧岛：
<http://www.zhihuidao.com.cn>

人人设计网：
<http://www.renrendesign.com>

中搜众包网：
<http://weike.zhongsou.com>

快活林：
<http://www.taskonline.org>

创意功夫网：
<http://www.adkungfu.com>



测试版

发布需求

首页

竞赛频道 NEW

发布任务

任务大厅

会员空间

VIP认证

客服

交易简介

搜索

技术专区

技术项目 >

嵌入式开发 >

网站开发 >

软件开发 >

设计专区

商业设计 >

工业设计 >

建筑装修 >

动漫设计 >

专利服务 >

综合专区

文案写作 >

趣味祝福 >

众包，以全世界的人才为基础，把您的需求众包吧！

广东省第六届 工业设计大赛“省长杯”

主办单位：广东省经济与信息化委员会



快速参赛通道 >

公告： 300元新任务

您好，欢迎登录智慧岛！

[发布任务](#) | [参与任务](#)

用户资料



huyin



[管理中心](#) [站内信 \(0\)](#)

[我的空间](#) [我的订单](#)

注册会员 1232 名

港澳会员 98 名

会员空间 226 个

经信杯 快速注册 参赛通道



首页 任务大厅

网站指数：交易额：¥200001元 | 交易数量：20

公告栏

- 武汉人人设计荣获“201...
- 人人设计兄弟站上线了...
- 人人设计网视频站上线了...
- 《设计海报》专访人人设...
- 人人设计网应邀参加了“...

您好，欢迎来到众包社区 [请登录](#) [免费注册](#)



首页

招标任务

请输入任务标题或任务编号



进行中的任务：0个 共发布任务：13178个 注册用户：5482名

轻松3步赚钱

第1步
获取制作资格

第2步
在线接单



任务大厅 最新大厅 任务推荐

发布自建任务

关键字 全部 任务类型 剩余时间 天内

热门标签：行业 | srp制作 | 旅游 | 人物 | 健康

剩余时间：24小时以内 | 3天以内 | 7天以内 | 30天以内

客服联系电话
400-000-7784

[登录](#) [注册](#) [加入收藏夹](#) [消息订阅](#) [网站导航](#)

任务 美宣 公司 知识 案例

众包平台 创意维权 行业门户



汇聚全球华文广告创意设计专业人才

www.adkungfu.com

众包平台 前往行业门户

您好 huyin，欢迎来到智慧岛 邀出 您有0条未读信息 [了解智慧岛](#) [动画介绍](#)

我的智慧岛 收藏 帮助中心

发布需求

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用户资料
huyin
管理中心 站内信 (0)
我的空间 我的订单

注册会员 1232 名
港澳会员 98 名
会员空间 226 个

广东省第六届“省长杯”工业设计大赛

主办单位：广东省经济与信息化委员会

“省长杯”工业设计大赛 Governor Cup Industrial Design Competition

快速参赛通道

公告：邀您共参与 智慧岛网新浪官方微博上线 智慧岛开始公测啦！“整装茶几修改”300元新

￥19000元 ￥4000元

热门任务

“省长杯”数控切割.. 竞赛任务

中德工业服务区标志.. 竞赛任务

佛山市“经信杯”工.. 竞赛任务

佛山市“经信杯”SAA.. 竞赛任务

公告 规则 提现

中搜众包社区发布任务公告20120802
中搜众包社区今日暂不发布任务公告
中搜众包社区“HTML嵌入”稿件优化公

THANKS !

By : 6B-408-1

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@Nasnc0o

<http://weibo.com/u/3335591500>

@看下不完的雨

<http://weibo.com/u/2269870353>