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Collaboration & Brainstorming Tools

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In the fast-developing world of internet technologies we have come to gain access to various forms of communication and interaction through platforms, tools and even systems. All of these have allowed for a greater social and interactive way in using the internet. From email to instant messaging and later on the raise of social networking and blogs the rapid change in the technology has lead the internet into a greater place of networking. In understanding these platforms and systems one can also see how internet technology tools have become a great deal in the process of work for many people. With the use of presentation tools, multimedia apps, collaboration and brainstorming tools it has become clear that such categories are on the rise. Their contribution to many students, teachers, researchers, and employees is what makes them so necessary and vital. In this profile of collaboration and brainstorming tools it will become evident the purpose and applications. The past history including the origins for such a tool will be discovered. Of the many examples present in today’s internet this profile will target three that are a great service to the understanding and contribution of such a tool. Finally, an evaluation of the use, effectiveness and applications will sum up the internet technology.

In starting off with understanding the purpose and application of collaboration and brainstorming tools it will be beneficial to understand the significance of the terms and how they together create this internet technology. In defining collaboration, one can think of working together with one or many people to create and accomplish a task. This definition can be taken further in the context of a project for work or school. In this case collaboration is used in the event of a group project in order to produce and create whatever is necessary. Moving along with brainstorming one can define it as the process of problem solving within discussion. With this term in applying it to a similar context of a school or work project its acceptable to imagine a group of collaborators in discussion of ideas or solutions to a project. To conclude with the final word tools in which we can define as an object and or device used for various functions we can start to see how all three words create an internet technology that is consumed in an idea of an interactive space. When linking the words together, collaboration and brainstorming tools, is becomes evident that such tools are thought inducing and collaborative internet based. They produce an interactive world that involves various tools. Such examples of these tools that are used and contribute to this collaboration and brainstorming include mindmap and Google Docs.

History of collaboration and brainstorming tools spans back to the forties with the idea of how to better communicate with others, develop and create projects. In 1945 Vannevar Bush created Memex, it was his vision to use personal computers in a way of collaboration. Memex was “a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility.” (Gemmell, 1). From there in the 1960s the idea of people being able to “communicate more effectively through a machine than face to face” became a reality (Licklider, 21). From there on other systems and software’s were invented that allowed for a group collaboration. Brainstorming came about similarly in a way that was initially not intended for its advanced internet use today. The popularity of the term came about with Alex F. Osborn in 1953. As an advertising executive he proposed four key factors when brainstorming. Them being “Criticism is ruled out, Free-wheeling is welcomed, quantity is wanted, and combination and improvement are sought” (Rossiter, 62). It’s from this point on the ideas of brainstorming and the applications of them became well known. After the introduction of brainstorming is when it was understood that “creative idea production is fundamental” (Rossiter, 68). Its due to Osborn’s profession that brainstorming was used in the context of management, and companies. It’s from these origins that collaboration and brainstorming tools evolved and became internet technologies that are still greatly linked to their start.

As presented through the purpose and the history of collaboration and brainstorming tools it can be understood how useful it is for the internet. In diving in further with some examples of applications that use collaboration and brainstorming it will become further evident the impact and necessity of such tools. The first tool that uses collaboration as a very important part of its function is Google Docs. With this online service anyone is allowed to work on a document, presentation etc. and share with others known as collaborators. Through this service sharing allows for others to edit and contribute to the already present information of the document being shared. This great source of collaboration is very important for professionals and students. With this collaboration tool anyone is able to effectively finish or add on to any work necessary. What make Google Docs a great example of collaboration as a tool on the internet is its call for various eyes, hands, and minds to come together and create something. Another example of many that is a tool for collaboration includes whiteboards, virtual worlds and wikis. In looking closer at wikis it is very understandable how this tool is probably the most notable form of collaboration. This website allows for edits of its content making the whole site a times a bit unreliable or extremely rich in information. A different example that’s a tool for brainstorming is mindmap. With this tool you are able to represent ideas and concepts as well as structure your information, for further analysis. Another tool of brainstorming is bubbl.us and with this you are able to create colorful mind maps and share them. With its use online its simple and shares the same qualities as some collaborative tools. The various uses of collaboration and brainstorming tools for the internet prove how important they are.

In concluding and evaluating this internet technology it is easy to come to the conclusion that such tools for interaction and thinking are of great importance. Each of the tools mentioned play an important role for many people of different occupations. These tools like Google Docs, bubbl.us and many more allow for an easy and effective platform to collaborate and think as one. It’s necessary to see how collaboration and brainstorming are very vital in the internet today and it’s interesting to see how their various forms and uses help to maintain people’s interactions and thinking processes. “Constructed as an immensely versatile technological system, the internet had energized creativity, collaboration and commercialization on a global scale in unexpected and unpredictable ways and impacted all areas of human life.” (Green, 189).

Citation

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