More Collaboration, More Collective Intelligence

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ABSTRACT

We live in a society that suffers changes every day, whether these policies are economic or technological. The world has been reinvented, as well as individuals and organizations. Before, we had workspaces segmented with working days, and today we have a constant and all-time interaction. With this, organizations need to readapt new staff profiles and employees to new business skills. The present work shows a reflection of the use of collaborative systems for business today. Although the interest of the companies maintain your knowledge in their boundaries, every day it is more spread in media that is unknown. Furthermore, importantly, we are in a new society of collective intelligence. This work aims to present a framework that provides the mapping of individual skills to support an organization. Using the collaborative assessment, it is believed that the collaboration is possible that couples identify each other’s skills and support decision making by managers. As a result, we expect a large map of the mindset of the organization, materializing the concept of collective intelligence.

Keywords: Collaborative Systems, Collective Intelligence, Organization Knowledge, Personal Knowledge, Social Media

1. INTRODUCTION

An individual is composed of interconnected parts that go beyond the point of necessary knowledge to perform a task. He is a unique being as its peculiarities and although seen as replaceable, is the result of a series of social interactions and individual buildings. It cannot be recreated or replicated, and it would be necessary to submit it the same interaction time/space.

On the other hand, an organization needs to manage knowledge that is developed within your company and in addition, they relate their skills, making a competitive product on the market. The fact is that many systems have been developed for companies to support knowledge management over time. However, they are often not used (session 3). This research aimed to identify the use of social media by people and how that use outside work can influence the management of corporate knowledge. The survey was conducted with 53 people from different Brazilian companies, where 96.2% of respondents were using social media daily. Every day, people mix more social relationships with professionals in order to make mixed virtual environments.
We have theories of conjecture belief in collective intelligence (session 2) and the potential use of collaborative systems for interaction between people and creating new relationships (session 3), which should be clear for the company. We understand that there are marketing tools ever created for use in business and we also have a range of social systems outside the company that need greater attention.

We conclude that informality, typical of social media, contributes to the voluntary sharing of information between employees, which cannot occur in an environment controlled by the company. Another important finding is establishing social relationships with professional interests, creating a network of contacts between employees and ex-employees. Finally, the centrality of vision is brought to the current media. If the organizational system’s focus is on business, in social media, the focus is the individual himself, making clear their power exercised by it on the data made.

In session 4, we discuss competencies of more dedicated ways to demonstrate what is expected of the term for, in Section 5, proposing a collaborative skills mapping model.

We conclude with this work that employees are, today, the most important resource in an organization. It is through them that the organization can recognize their collective intelligence and identify which points need to improve to be more competitive.

2. PERSONAL KNOWLEDGE AND COLLECTIVE INTELLIGENCE

To Morin (2008), “intelligence is an earlier and external quality to human thought, if we define it as the ability to think, discuss, solve problems in complex situations (multiplicity of information, overlapping of inter-feedbacks, variations in the situation, uncertainties and risks). “It develops with the unfolding of personal and interpersonal activities in the various fields that an individual is immersed engaging the social sphere, economic, political and cultural. Often in regular and complex situations, intelligence is being challenged. So it goes beyond what can be measured by intelligence tests and is related to all surrounding the individual.

Another important factor is the behavior. Environmental culture tends to favor, according to Lewin (1951) behavior vectors. These vectors are “directions, the directions given to behavior or, in the opposite case, they are more or less barriers to self-expression.” If the individual realizes that the environment puts you in a favorable mood, their behavior will be favorable to the evolving situation or be repeated, otherwise your behavior will be denial.

The development and the flourishing of knowledge depends on a conducive political, economic and social environment, including formal and informal organizations. It is evident that today’s society is marked by profound changes in their culture and socio existence, ranging across organizational and technological transformations, and that assimilates the result of accelerated advances in science and technology, requiring the replacement of reductionist and analytical methods of thought by a transdisciplinary approach, through the use of modern physics ideas and cybernetics, the open systems theory and vision complexity. (Guevara & Dub, 2012).

From the union of the individual knowledge emerges a new distinct knowledge. This knowledge can be categorized as collective knowledge. Collective knowledge is “the union and the combination of knowledge of individuals who form a group that has a common goal.” (Borges, 2011). When people have different thinking on the same subject, we have different views that can be arranged and rearranged in pro to a richer view. Diversity can provide security, increase productivity, sustain innovation, contributing to strength, producing collective knowledge and most importantly, sustain the very diversity (Page, 2011). But much diversity can produce disaster and inefficiency. The robustness of the difference when applied to complex systems, maintaining its functionality and its analytical stability. Diversity also stimulates innovation and productivity.
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