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**For additional information about the conference
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**Fulbright Academy of Science & Technology
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Community - The untapped pool of human power?

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Futuropolis 2058

21 – 22 October 2008, Singapore



Nokia Research Center

NOKIA

About the speaker

11 years at Nokia Research Center

10 patent applications, several publications

Expertise areas: games, mLearning, services

Finnish, lived in China 3 years

Inspired by people, working with technology





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Key topics in this presentation

Ease of communication

Collaborative production

Mobilizing communities

Collective action



The story of 'iPhone Girl'

In August 20 'markm49uk' made the following post to MacRumors.com

iPhone 3G - already with pictures ! (aka "iPhone Girl")

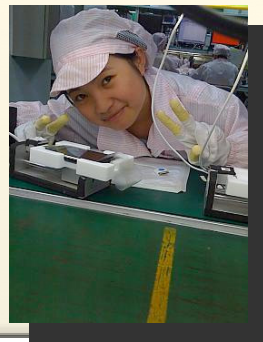
Aug 20, 2008, 11:43 AM

Hi,

Not sure if this is or is not the 'norm' but I just received my brand new iPhone here in the UK and once it had been activated on iTunes I found that the home screen (the screen you can personalise with a photo) already had a photo set against it !!!!

It would appear that someone on the production line was having a bit of fun - has anyone else found this ?

These are the photo's:



The story of 'iPhone Girl'

Immediately comments started to appear on **MacRumors.com**

PredatoryWasp86:
she is so fired

Aug 20, 2008, 11:44 AM

melissarae:

WOW! that's crazy!! i've seen pics like this before but it's never been actual face shots and people posing in them!!

Aug 20, 2008, 11:45 AM

aaquib:

LOL, WOW! Nice find, but I don't think anyone else has that. Why aren't they using Mac's and Cinema displays? Come on Apple! How can you expect them to work productively with those POS machines?

Aug 20, 2008, 11:46 AM

dissdnt:

holy lol! I threw it on digg. digg it up! :P
http://digg.com/apple/New_iPhone_3G_Came_With_Pic_s_of_Production_Line

Aug 20, 2008, 11:47 AM

Van Wildonher:
She's kinda cute.

Aug 20, 2008, 11:49 AM



The story of 'iPhone Girl'

Followed by **other web sites**

...

digg

Gizmodo

Yahoo

...

Google ~18,000,000 hits by mid September

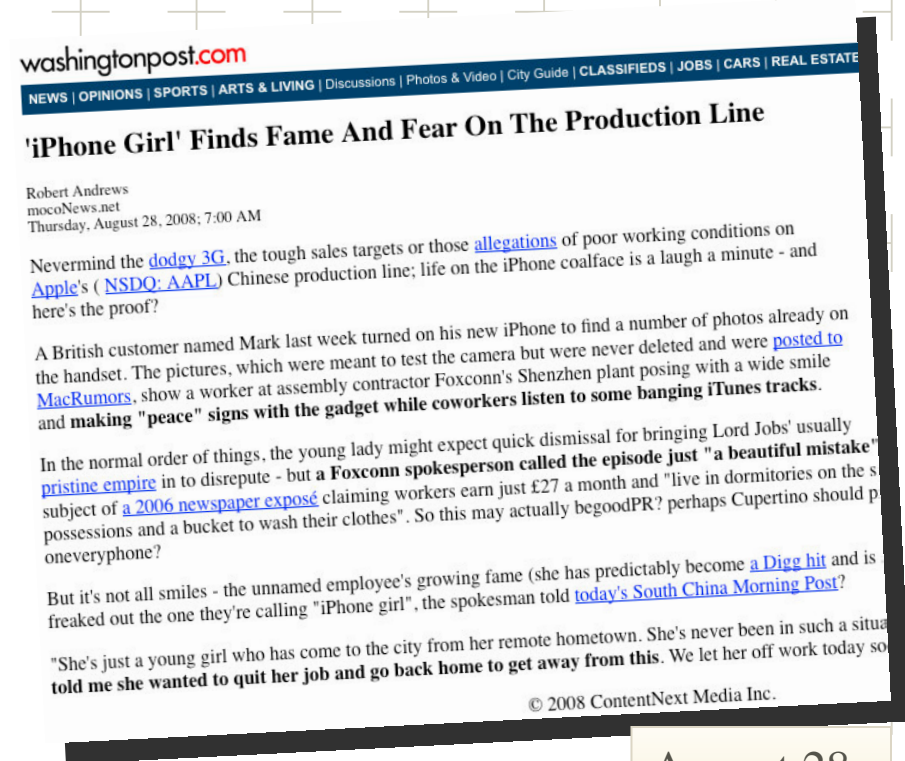


The story of 'iPhone Girl'

And finally picked up by (online) press



August 27



August 28



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Ease of communication

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The story of 'iPhone Girl'

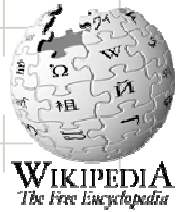
Spokesman's comments (South China Morning Post):

"She's just a young girl who has come to the city from her remote hometown. She's never been in such a situation. She's really scared by the media. She told me she wanted to quit her job and go back home to get away from this. We let her off work today so she could rest."

**What if all these people would
start working together?**



Wikipedia



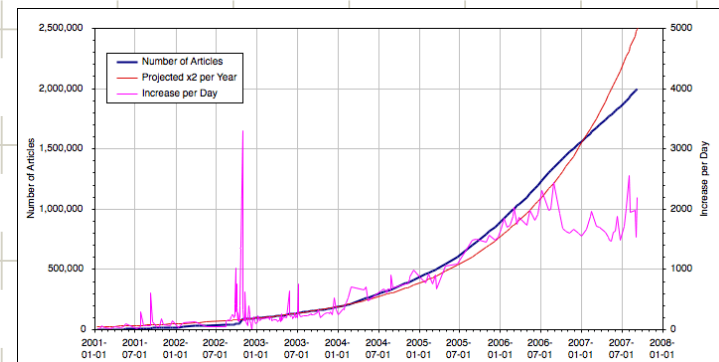
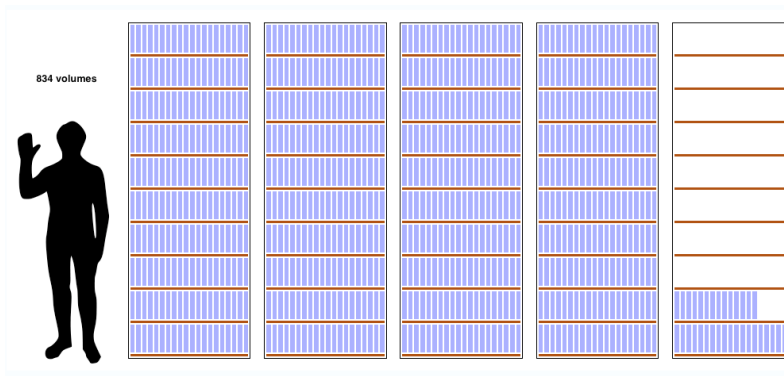
Wikipedia in numbers:

1.74 billion words

in 9.25 million articles

in approximately 250 languages

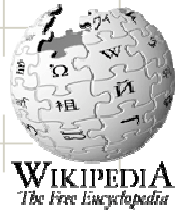
(the English Wikipedia alone has over 2,555,609 articles)



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Collaborative production

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Wikipedia

It is estimated that creating Wikipedia has required about **100,000,000 hours of human thinking** (Clay Shirky).

If it were created by a company of **75000 employees** it would take **1 year** to complete. As a reference Encyclopædia Britannica, Inc has about 100 full-time editors and 4,000 expert contributors.

What if you would be able to tap into that brain capacity and turn that to business?



The Goldcorp Challenge



Open challenge in 2000 to suggest the best plan for finding **6 million ounces of gold** on the 20,200-hectare property (Red Lake Mine, Ontario, Canada)

Goldcorp geologists packaged and disseminated **45 years of proprietary data** on the mine and its surroundings

More than **1,400 participants** from **50 countries** participated

The Goldcorp Challenge

Result

Semifinalists and finalists identified **110 exploration targets**

50% of them were **previously unknown**

80% of them have since netted **significant deposits**

Impact

Production 10x (53,000 ounces in 1996 -> 504,000 ounces in 2001)

Cost 1/6 (\$360 an ounce in 1996 -> \$59 an ounce in 2001)

Goldcorp market cap ~1000x (\$30-million in 1993 -> 28,1-billion today)



Flash Mobs

The Moebius by Improve Everywhere where seven undercover agents repeated a five-minute slice of time for twelve consecutive repetitions (March 22, 2003)

Over 100 people buying '**Love rug**' at Macy's department store, **15 seconds applause** in the Hyatt hotel by 200 people and **a group of people invading shoe shop** in SoHo pretending to be tourists (June 3, 2003).

Worldwide Pillow Fight Day
(March 22, 2008)

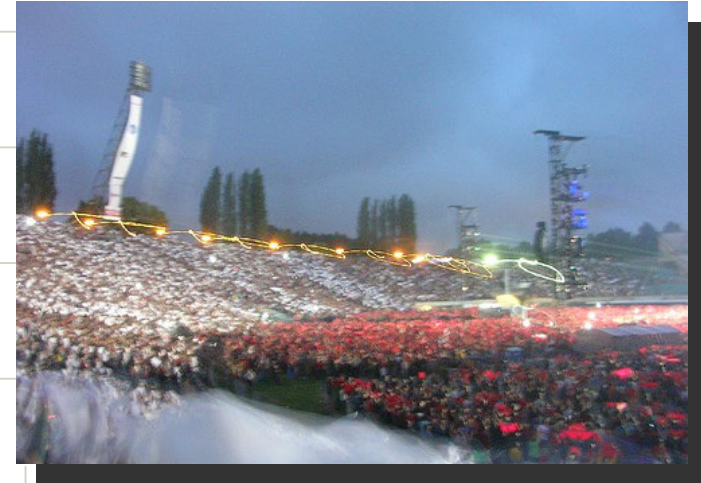


Poland flag in U2 concert

U2 was having concert in 5th of July 2005 in Chorzow, Poland. When they were playing song 'New Year's Day' about 50,000 fans made a Polish national flag using their clothes.

The song was inspired partly by **Poland's Solidarity struggle against communism.**

This was organized by **one man** only.



Anti-Miss World riots, Nigeria

People in Nigeria protested against Miss World beauty pageant. These protests turned to violent riots where hundreds of people were killed or injured.

After several days of riots the contest was moved to London and it is probably Miss World beauty pageant will not return soon to Africa.



Conclusion

The world today has already changed around us

Internet and new tools have made communication easier than before

People want to contribute more to something meaningful

This untapped pool of human power can make big things happen

How the world will then look like in 2058?





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