

## **Paper Review Form**

**Reviewer Name:** Charulakshmi Vijayagopal

**Paper Name:** Harnessing Crowds: Mapping the genome of Collective Intelligence

### **Section I. Overview**

#### **A. Reader Interest**

1. Which category describes this manuscript?  
 Practice/Application/Case Study/Experience Report  
 Research/Technology  
 Survey/Tutorial/How-To

#### **B. Content**

1. Please explain how this manuscript advances this field of research and/or contributes something new to the literature.

This paper analyzes means to understand a collective intelligence system better. It describes a new framework by identifying the heart of collective intelligence, the “gene” to harness the crowd effectively.

#### **C. Presentation**

1. Does the introduction state the objectives of the manuscript in terms that encourage the reader to read on?

Yes  
 Could be improved  
 No

2. How would you rate the organization of the manuscript? Is it focused? Is the length appropriate for the topic?

Satisfactory  
 Could be improved  
 Poor

3. Please rate and comment on the readability of this manuscript.

Easy to read  
 Readable - but requires some effort to understand  
 Difficult to read and understand  
 Unreadable

### **Section II. Evaluation**

Please rate the manuscript. Explain your choice.

Award Quality  
 Excellent  
 Good

Fair  
 Poor

**Section III. Detailed Comments** (provide your thoughts/criticism about the ideas in the paper; not only summarize the paper but have a critical look here)

The authors characterize the scenario by identifying its gene that describes the goal that the solution of the problem should have, the people who are going to achieve the goal, how is solution going to be achieved and why are people involved in this problem. Each problem has a different gene and the paper clearly explains why they are different. It presents a view much different from what I actually had about open-source things. Different motivation people can have from money to pleasure to service to the community, different reasons an organization can have to analyze peoples' tastes have all been clearly explained in this paper.

Additional Comments:

1. Provide one aspect that you liked the most in this paper.

Rather than explaining an existing technology and improving upon it, this paper comes out with a new concept of how to effectively combine and construct genes fitting a particular collective intelligence to harness people.

2. Provide one aspect that you disliked the most in this paper.

I really did not dislike any aspect but I expected a little more technical details probably like a sample algorithm of how the gene can be practically used.

**Section IV. Discussion Points** (provide at least 3 discussion topics/questions related to ideas/techniques described in the paper; these will be used for discussions in the class)

1. Is there any means by which this idea can be used to arrive at the right decision given a domain of decisions?
2. If different choices of genes are available to model a particular scenario, how can we best evaluate the genes and choose one of them?
3. If the gene has to be divided to enable different people to work differently on parts of the gene, what holds them all together?