

1st Korea-EU ICT Forum



PACE

(Personalized Adaptive Crowdsourcing Environment)

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Project Name

□ Project Name

- Personalized Open Source Software Crowdsourcing Platform

□ Project Code Name

- PACE (**P**ersonalized **A**daptive **C**rowdsourcing **E**nvironment)

□ Related Patent(s)

- A method for providing the crowdsourcing platform with the personalized on-demand softwaring environment

Keywords

- ❑ Open Source Software
- ❑ Open Source Software Project

- ❑ In-Sourcing
- ❑ Out-Sourcing
- ❑ Open-Sourcing
- ❑ Crowd-Sourcing

10,000m height's Sight

□ What is “Economical”?

○ Efficiency & Effectiveness

○ Market & Democracy

Efficiency & Effectiveness

□ Efficiency

○ DO THINGS RIGHT

□ Effectiveness

○ DO THE RIGHT THING

Effectiveness & Efficiency

□ Efficiency → Effectiveness

- Production management, Inventory management, Financial management, ..
- Marketing, Customer Relation, Niche market, Blue Oceans, ...

Problems Are ...

□ Effectiveness

- DO THE RIGHT THING

□ What is “THE RIGHT THING”?

- What THE MARKET really wants

□ Who knows it?

- The MARKET doesn't expose it. (ex, Culture Code)

- It changes ...

In → Out → Open Sourcing

□ In-Sourcing

□ Out-Sourcing

- Efficiency-oriented

□ Open-Sourcing

- Effectiveness-oriented
- Prouser (Professional User), cf) Prosumer
- Cost Reduction, SW Lifecycle Extension

❑ Idea-oriented, not Territory-oriented

- User and developer are not distinguished from each other
- Anyone can participate in co-development

❑ Speed-based, not Space-based

- Not own, but share

Inconvenient Truths

- ❑ Anyone can utilize FOSS.
 - The bigger the size, The longer the learning time → Behind Utilization (Speed)
- ❑ Anyone can participate FOSS project.
 - Reputation-based fairness
 - A League of Their Own (Language, Culture, Geographical Condition)
- ❑ Anyone can make FOSS project.
 - Most FOSS project will fail.

What is Software?

- Software is now being really ubiquitous.
 - **SiS** vs. non SiS (Software Intensive System)
 - A kind of **Infra** for the productivity enhancement of every other industry
 - A kind of **SOC** (Social Overhead Capital) for Future Production (ex, Roads, Ports, Sewer, School, Engineering, ...)
 - Essential tool for the **Knowledge-based Society/Industry**
 - Productivity Improvement → key index to the **sustainable** economy growth

Crowdsourcing

□ **Crowdsourcing** (from wikipedia)

- a **neologism** for a business model in which a company or institution takes a job traditionally performed by a designated agent (usually an employee) and outsources it to an undefined, generally large group of people in the form of an open call over the Internet.
- The work is compensated with little or no pay in most cases.
- In almost every case crowdsourcing relies on **amateurs** or **volunteers** working in their spare time to create content, solve problems, or even do corporate R&D.
- **Wisdom of Crowds**

Crowdsourcing

□ The Wisdom of Crowds

○ Slaughtered Cow's Weight Estimation

- Answer : 1998 Pound
- Estimates : ?

○ Quiz Program (Experts / TV Audience)

- 65% vs. ?

Crowdsourcing

□ The Wisdom of Crowds

○ Slaughtered Cow's Weight Estimation

- Answer : 1998 Pound

- Estimates : 1997 Pound

○ Quiz Program (Experts / TV Audience)

- 65% vs. 91%

Examples

- **Procter & Gamble** employs more than 9,000 scientists and researchers in corporate R&D and still have many problems they cannot solve. They now post these on a website called **InnoCentive**, offering large cash rewards to more than 90,000 "solvers" who make up this network of backyard scientists
- Google's **PageRank** algorithm

Crowdsourcing

In/Outsourcing	Opensourcing	Crowdsourcing
Invented here	Invented together	Found elsewhere
Solve problem on my own	Solve problem together	Borrow from outside, grab from somewhere else
Developer	Volunteer	Amateur
High-skilled	Mid-skilled	Low-skilled

Motivation

- ❑ Software has its own industry domain, and it also plays a pivotal role in every other industries.
 - If an easy software development environment for softwaring their business processes is provided, most of general people can be capable of co-developing their own softwares.

- ❑ PACE is proposed for providing the flexible and adaptive integrated software development environment to the individual and SMB developers as well as the potential developers

Motivation

- ❑ Bringing the potential developers up to the opensourcers or the crowdsourcers, this method can be used as a “**Problem Direct Solving**” environment.
- ❑ Supporting the **knowledge-based IDE** (Integrated Development Environment), this method can innovate the current project hosting concept, and encourage the novice to easily participate in the software development.

Services are going to Clouds

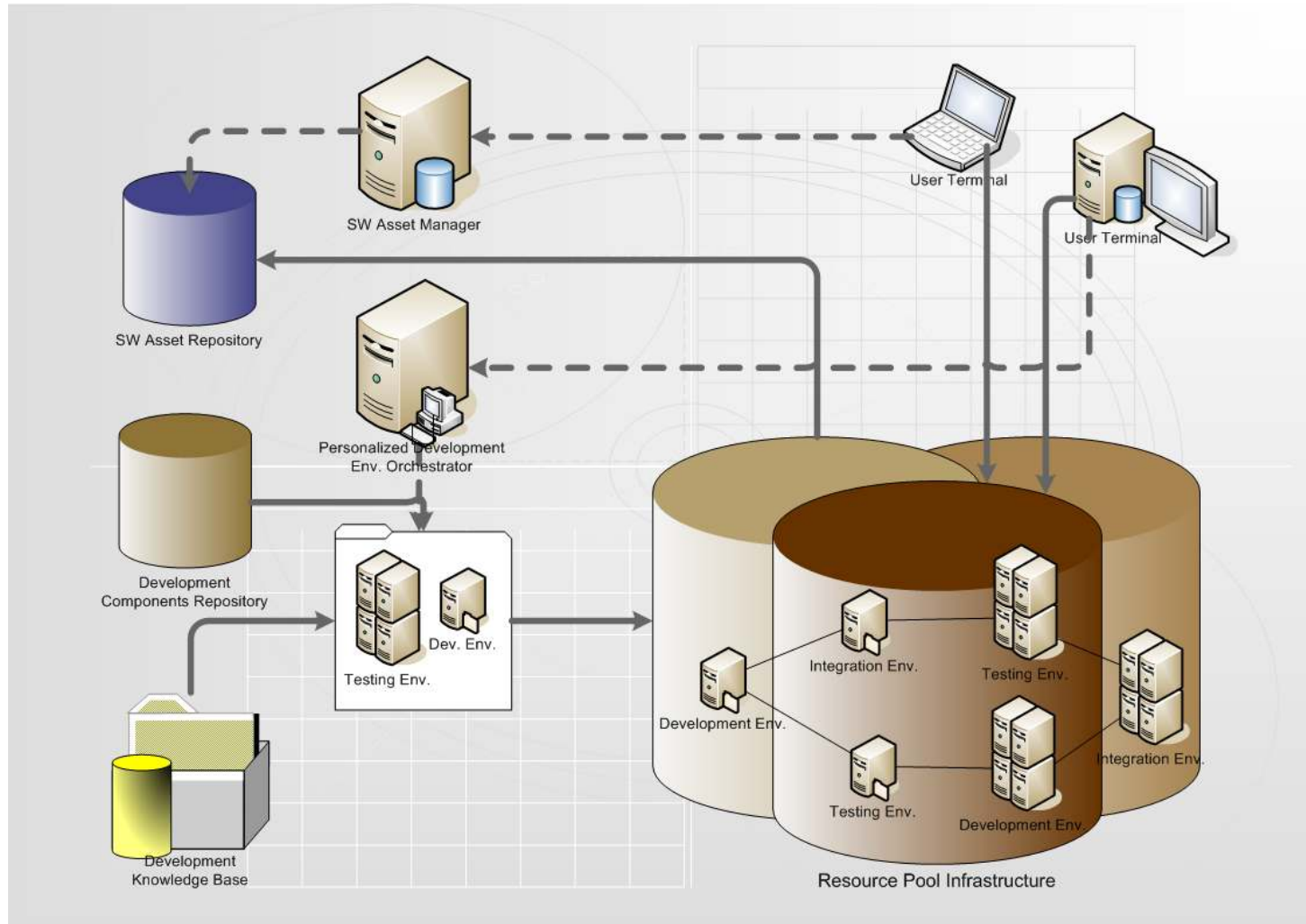
□ Cloud Computing

- SaaS
- ASP on the GRID

□ Services on Clouds

- Email → Gmail, LiveMail, ...
- Office Suites → Google Docs, Zoho, ...
- DB → blist, ...
- CRM → salesforce, ...
- SW Development → sourceforge, uTest, ...

Overall Architecture



Collaborative Activities

- ❑ Crowdsourcing Platform
Technologies enhanced from the
existing open source project hosting
- ❑ Crowdsourcing Processes
Development
- ❑ Crowdsourcing Platform
Development
- ❑ Crowdsourcing Platform Service
for Europe and Asia

Q & A



Question & Answer

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