

Chapter 30 Product Planning

Section 30.1 Product Development

Digital Nation Activity: The Wisdom of Crowds

Directions Read this paragraph and then answer the following questions. The most successful example of a “crowdsourced” project is the nonprofit Web site Wikipedia, the free encyclopedia anyone can edit. Some for-profit companies have tried to use the same model as Wikipedia, asking people to contribute their expertise for free. For example, Google asked designers to submit designs for their Chrome browser in exchange for a credit line. The professional networking site LinkedIn.com asked members if they would translate portions of their site for free—again in exchange for credit.

1. Some people say that it is wrong for companies to ask people to work for free. Do you agree or disagree? Why?

2. Write a paragraph with your ideas.
