

Thorough a model of crowd-researching framework based in the crowdfunding framework: social network approach focused, taking advantage of the collective consciousness knowledge

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Abstract

It's very important to realize that information and communication technologies (ICT) have an amusing impact over the globe's population. It is also significant to hold on mind that social networks are a huge bridge on globe communication and connection, that creates the possibility to reach an amazing quantity of persons and knowledge. Present document proposes the first step to characterize a model of crowd-researching, in which it can be made possible to employ the collective consciousness knowledge to research need covering or problems solving.

Resumen

Es importante considerar que las tecnologías de información y comunicación (TIC) tienen gran impacto sobre la población mundial. Es significativo considerar que las redes sociales crean enormes puentes de comunicación o conexión planetaria, lo cual crea la posibilidad de influir a un gran número de personas y de conocimiento. El presente documento propone el primer estado para la caracterización de un modelo de investigación colectiva o micro-investigación colectiva, a través de la cual, se genere la posibilidad de usar el conocimiento de la conciencia colectiva para cubrir las necesidades de investigación o solución de problemas.

Keywords: Collective consciousness knowledge, Crowdfunding, Crowd-research, Social networks.

Palabras claves: Conocimiento de conciencia colectiva, Financiamiento colectivo, Investigación colectiva (Micro-investigación colectiva), Redes Sociales.

1. INTRODUCTION

Since world wide web arise, changes in world's behavior have been taken more agile and variable dynamics, due to information fast access (Molina Ruiz *et al.*, 2013). On this scope, it is possible to mention that, in a globalized world, information sharing can be done instantaneously, because of the Wi-Fi technologies use (Molina Ruiz, Reyes Vázquez, García Munguía y Cabello Ríos, 2014) thorough different gadgets, and also, thorough the use of cellular data transmission (1G, GSM, GPRS, 2G, EDGE o EGPRS, 3G, HSDPA, 4G o LTE).

Now a day, information sharing or information transmission importance, on global scope, have an amazing rhythm, not just in businesses or corporation environment, but in the final ICT (Information and Communication Technologies) user context and in social network scope (Molina Ruiz, García Munguía & Rojano Chávez, 2015), like in Facebook®, Twitter®, WhatsApp®, or another one like those. Specialists on social networks' topic have been explored strategies to improve methods and data collection (Merluzzi y Burt, 2013), that situation give the chance to manage global content information, in a more efficient way and in real time (Molina Ruiz, García Munguía & Rojano Chávez, 2015), in another hand, it creates the possibility reach most of the places over the world, especially when that paces have Internet or a cellular data network.

Social networks have been shown its power in communication. They have also showed its importance and influence in the famous “Arab spring”. Now a day, social networks can also be used to articulate political campaigns, promote academics, charity and organizational events, among others, mainly because of its penetration in almost every sector and economical level of the population.

Today it is common to find information that can give answer or solution to a specific problem, i.e. drop watering system in Israel for crop fields, trees’ seed spread method by plane in India to cover reforestation programs, among others, duet to a need that have been lived by a population.

2. CROWD-RESEARCHING

World best solutions to problems or improves do not emerge in every side of the globe at same time. Solutions or improves grows in a particular geographical site and they are shared to other parts of the world. At same time, it is possible to state that humanity have cultivate an immense quantity of knowledge thorough its history. In that scope, not all of the knowledge is available at every time and everywhere, however, each individual of global population has a part of that knowledge and it can be compiled in specifics data base.

It is well known that process called “crowdfunding”, in which big or huge amounts of persons have the possibility to collaborate economically with the objective to support an initiative, business or campaign, thorough the sharing, invest or anticipated payment of certain money’s quantity (generally a small quantity). One of the particular characteristics of crowdfunding is that very little money can be shared by each person, however, as they are a big quantity of persons, the amount of money saved (earned) is also big.

Belleflamme, Lambert & Schwienbacher (2013) pointed out that crowdfunding involves an open call, mostly through the Internet, for the provision of financial resources either in form of donation or in exchange for the future product or some form of reward to support initiatives for specific purposes. Crowdfunding systems enable users to make investments in various types of projects and ventures, often in small amounts, outside of a regulated exchange, using online social media platforms that facilitate direct interaction between investors as well as with the individual(s) raising funds (Agrawal, Catalini & Goldfarb, 2011).

For Kuppuswamy & Bayus (2013) crowdfunding is an informal venture financing allows entrepreneurs to directly appeal to the general public (i.e., the “crowd”) for help in getting their innovative ideas off the ground. In Agrawal, Catalini & Goldfarb (2014) is mentioned that, for simplicity, they are grouped entrepreneurs, artists, and others who initiate projects or ventures under the label “creators”; and, investors, pre-buyers, and donors under the label “funders”.

Collective consciousness is a kind of collective manner of thinking that can be reached by a group of persons when they focus on a specific topic or activity. One of the first mentions about the concept was made by Durkheim (1898), himself in 1912 (Durkheim, 1912a; Durkheim, 1912b; Durkheim, 1912c), used the concept from a metaphysic point of view. Another approach was proposed by Halbwachs (1939), referring the collective mind concept, which gives the human consciousness access to all that has been achieved in the way of attitudes and mental dispositions in diverse social groups.

Bruce (2000) propose five dimensions of collective consciousness: • the sectoral location of the research (for example within workplaces, education or community settings); • ways of seeing information literacy; • 'what' is being investigated (that is, the research object) • 'how' the object is being investigated [that is the research

approaches (for example sense-making, phenomenography, action research) and paradigms (for example behaviourist, constructivist, constitutionalist, cognitivist, critical)], and; • disciplinary influences (for example communication, information science, education, information technology). Those dimensions help to understand some influencing factors that have effect over collective consciousness.

Political and cultural changes also have influence over collective consciousness due to its spread on society's manner of thinking. In Szabó (2016) it is shown the demographic and economic changes can affect collective consciousness. Burns and Engdahl (1988) propose the levels and objects of collective consciousness.

Table 1: Levels and objects of collective consciousness. Source: Adapted from Burns & Engdahl (1998)

Levels	Objects		
	Nature: Ecology, Resource base, physical conditions	Culture I Values, evaluative process	Culture II Collective representations, knowledge, institutions
Higher order consciousness (reflectivity): Collective representations and language-based reflective processes	Conceptions and models of natural resources, economic conditions, including resources decline, problems, etc.	Collective conception and formulations of good and evil, justice, ethics, etc.	Conceptions and reflections on collective representations, knowledge, institutions*
Collective awareness and conceptualization without language	Group experiences, resources decline, problems without collective representation of this or its causes	Group or network members experience strong feeling for groups. A group or a network of persons has a sense of, but no collective conception and representation of, solidarity feelings or values	Group of members have conception of their similarities. They 'fit' one another, exchange readily shared experience; but no collective conception and representation of a group-for-itself with a name, culture, institutions
Non-awareness on the collective level	Social practices which unknowingly lead to resource depletion, environmental deterioration, spread of disease, etc.	Tacit counter-values, collective or public ignorance of widely shared illegal values and practices	Collective beliefs, classification schemes, models generate various problems that are not empirically detected, and not brought to awareness or subject reflection
*Note: It is precisely here than generative, multi-level, self-referentiality can be take off			

Based on previous statements, crowd-researching encompasses the crowd request or massive request for supporting, via social network, to be provided of knowledge, form experts or common people (linked to the threatened topic), in order to cover a need on problem solving scope, or in the integration of a theoretical concept, or a specific research purpose.

Crowd-researching systems empower social networks user to share proper knowledge or experience knowledge in different research project or research need, regularly whit small contribution to a specific topic, thorough an open calling in on line social media platforms that make it easy and feasible a direct communication between researchers or research creators and individuals or knowledge founders.

Crowd-researching is a non-strict or non-formal knowledge collaboration that permits researcher, request in a straight line to population (the crowd, each individual or each knowledge founder), for support and assistance to covering a research need or project, like in a research network but in a massive form.

3. DISCUSSION

Crowd-researching can be seen as a manner of research in which it is called the scientific community or the global population, to help determining a conceptual framework or to cover a research need or integrate problems solving community, linked via social network thorough information and communication technologies (ICT).

In this particular case, it is defined two main figures, (1) researcher creator and (2) knowledge founder. In one hand, the researcher creator is that figure which have the need to define, explore or create a base of knowledge or concept on a specific topic or scope. In another hand, the knowledge founder, is that figure which have a small part of the knowledge to solve a problem or support a concept or topic and take the chance to collaborate even in problem solving or concept integration.

When it is considered that kind of methodology or framework, it is possible to state some advantages like: the availability to global or collective consciousness to find the answer on specific topic or the solution to specific problems; most of the global community is ready to participate for free, so there not exist a cost linked to support request, due to the popularization of social networks; due to popularization of social networks there exist an instantaneously communication; among others.

It is also possible to set out some disadvantages as example: a massive data 's receiving; need to do data mining; it is desirable to analyze each answer, input or share; it is essential to create a discrimination scale or method; among others.

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