Cooperation- A View from the Trenches – Part 1
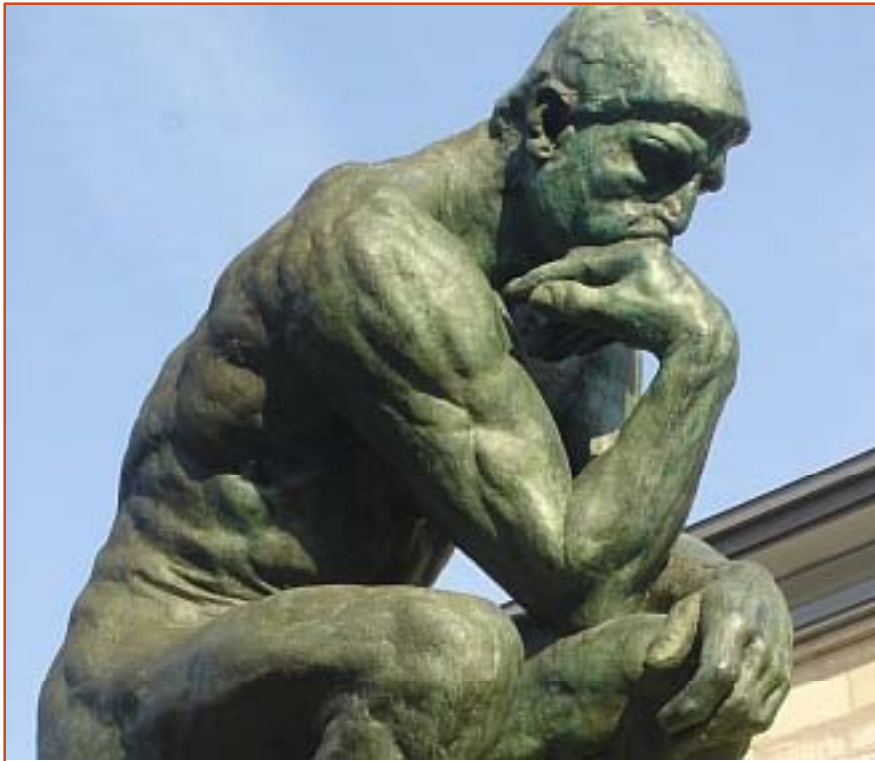
3C-MGM Programme

Xavier Institute of Management, Bhubaneswar

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The Dominant Paradigm

- The paradigm of competition –primacy to self interest & survival of the " fittest"

- Quest for maximum value appropriation

- Zero –sum outcomes in competitive games- creation of the winner " takes all" societies

- Society's adulation of these winners

The Actor

A cold & calculating human being ?

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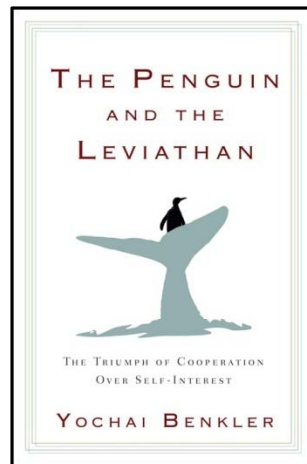2/21/2013

The Theory of Moral Sentiment
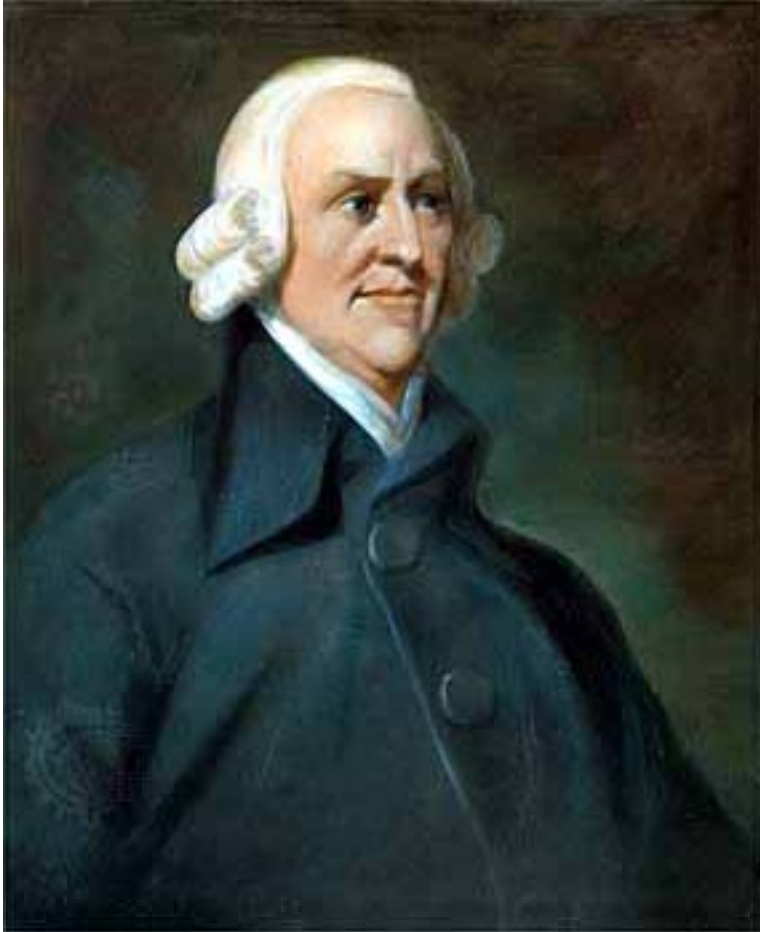
How selfish so ever man may be supposed, there are evidently some principles in his nature, which interest him in the fortunes of others, and render their happiness necessary to him, though he derives nothing from it, except the pleasure of seeing it.

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The Reality

The World is ALSO cooperating

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Multiple Explanations

THE PENGUIN
AND THE
LEVIATHAN

THE TRIUMPH OF COOPERATION
OVER SELF-INTEREST

YOCHAI BENKLER

SUPER
COOPERATORS

Altruism, Evolution,
and Why We Need
Each Other to Succeed

Martin A. Nowak
with Roger Highfield

Learning from

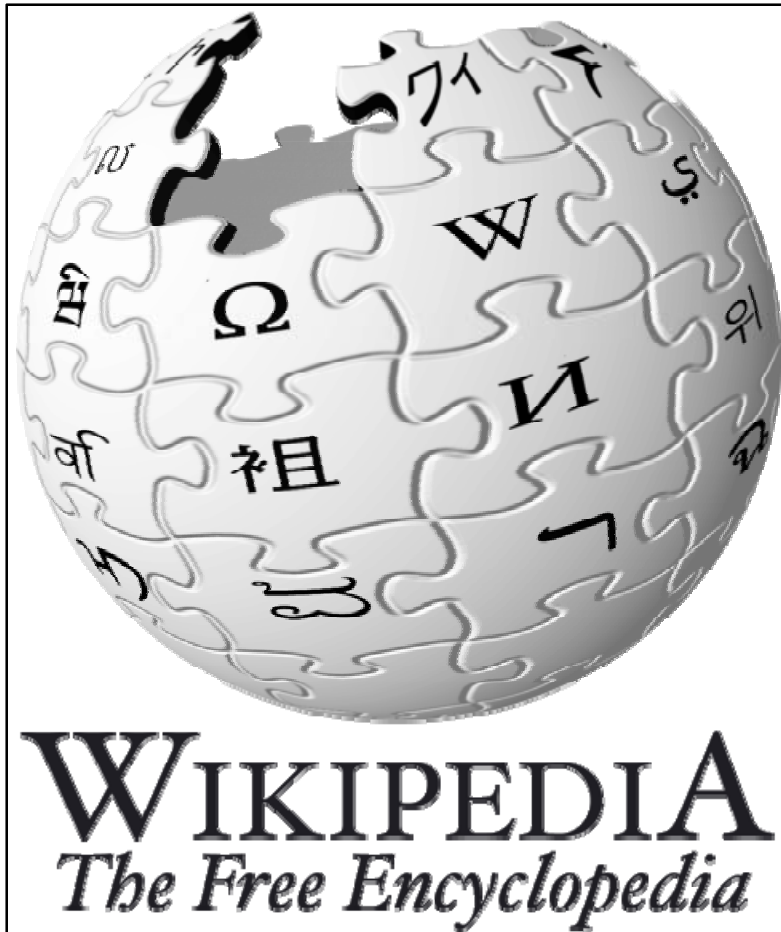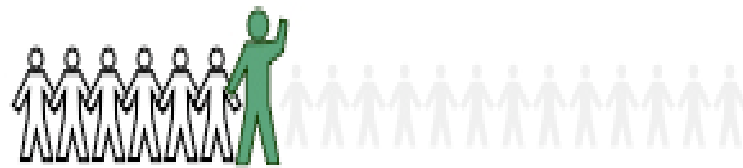# **Cooperation from various Contexts**

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Knowledge

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Co-creating Knowledge

Will it survive without donors & content providers

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Large Scale Coordination

You can help Wikipedia change the world!

From the fundraising blog – **Can You Trust Wikipedia?**

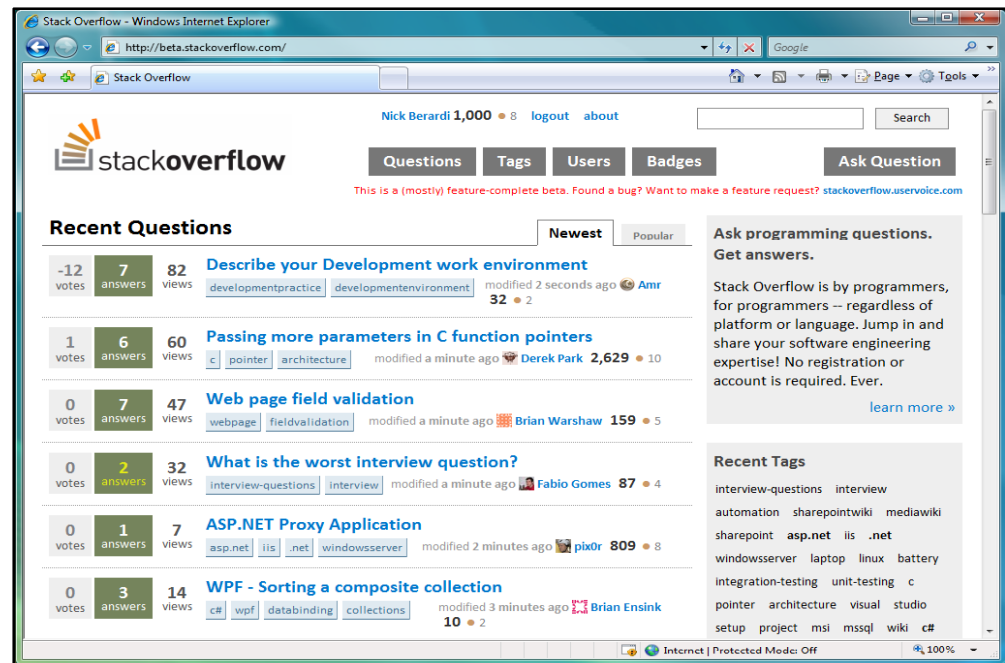"You are changing the world for the better. Keep it up!" – Anon.

34,463 have donated.

» **Donate now!**

Stack Overflow

1,500,000 registered users, and more than 4,000,000 questions!

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Programming & Cooperation

Stack Overflow is a programming Q & A site that's **free.** Free to ask questions, free to answer questions, free to read, free to index, built with plain old HTML, no fake rot13 text on the home page, no scammy google-cloaking tactics, no salespeople, no JavaScript windows dropping down in front of the answer asking for $12.95 to go away. You can register if you want to **collect karma** and win valuable flair that will appear next to your name, but otherwise, it's just free. And fast. Very, very fast. **We don't run Stack Overflow. *You do.*** Stack Overflow is **collaboratively built and maintained** by your fellow programmers. Once **the system learns to trust you**, you'll be able to **edit anything.**

Entertainment-Music

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Napster

The Music Industry shut down this venture

Radiohead

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Lucky Ali

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Indian Ocean Band

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Improv Everywhere

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Cooperation & Applications

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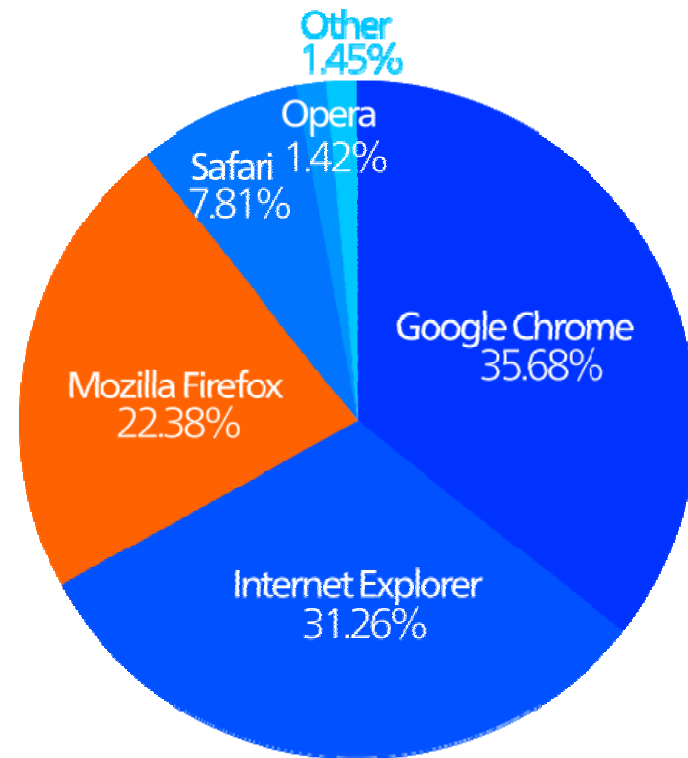
Rise of Collaborative Consumption

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Zopa

We Commune

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Bicycle Sharing Systems

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Summing Up

- Understanding cooperation can open up a whole range of exciting possibilities

- Core disciplines like evolutionary biology confirm our wiring for cooperation

- We have a lot to learn & **<u>unlearn</u>**

Thank You

The real voyage of discovery consists not in seeking new landscapes, but in having new eyes- **Marcel Proust**

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Cooperation – A View from the Trenches – Part 2

Xavier Institute of Management, Bhubaneswar

Looking Back

- Examples of cooperation – many on a large scale

- Compensation, punishment or hierarchical control absent or marginal

- Diverse disciplines trying to understand cooperation

- Questions and challenges entrenched paradigms

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Let Us

<u>Look at One Example in Detail</u>

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Co-creating Knowledge

Will it survive without donors & content providers

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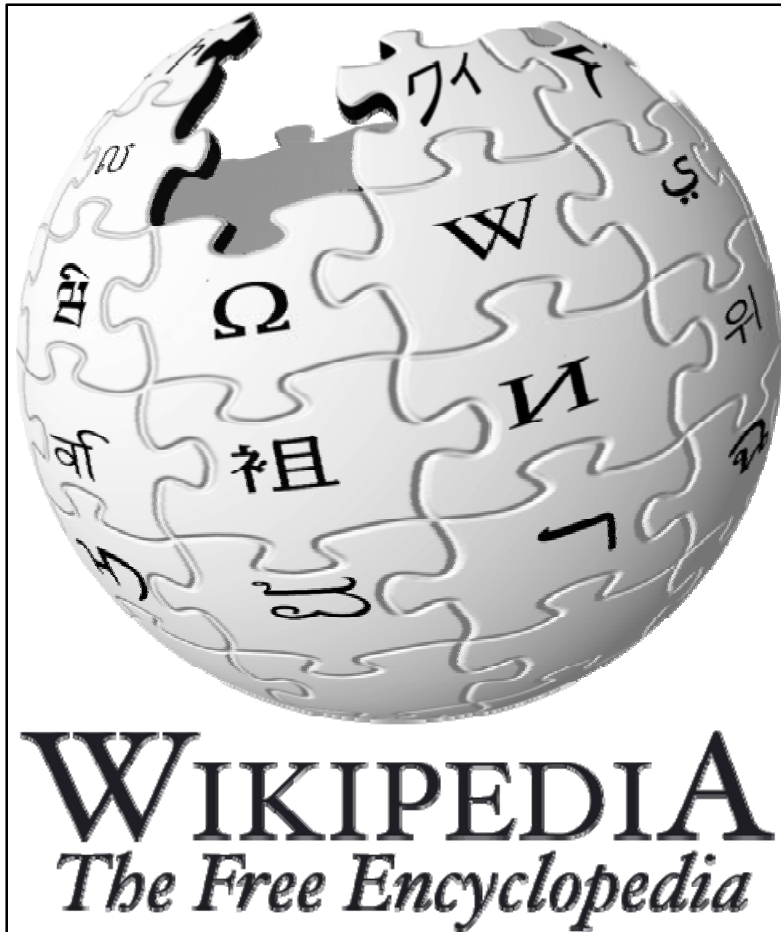
The Idea

- Built and sustained on donations – allows any one to contribute time, money and knowledge

- 5- 6th most trafficked site on the web

- Proprietary models of knowledge transfer have gone out of business

- Why has this happened?

Continued

- Does the anonymity of the web make us feel safe?

- Does it rescue us from feeling embarrassed?

- Does technology enhance and support our need to connect?

The top 20 sites on the web involved search and connection building, free and open sites available for almost every query

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The Role of Frames

- Our interpretation of a situation, relationship, context or event

- Experiments in behavioral game theory - Wall Street Vs The Community Game

- What **type of frame** has wikepedia created and sustained?

- What **actions by wikepedia** could reduce the level of voluntary action?

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Excerpts of Thank You Letter

"You should know: your donation isn't just covering your own costs. The average donor is paying for his or her own use of Wikipedia, plus the costs of hundreds of other people. Your donation keeps Wikipedia available for an ambitious kid in Bangalore who's teaching herself computer programming. A middle-aged homemaker in Vienna who's just been diagnosed with Parkinson's disease. A novelist researching 1850s Britain. A 10-year-old in San Salvador who's just discovered Carl Sagan."

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Continued

- There is an absence of rules and regulations in the wikepedia design

- Is there a possibility of manipulation ?- Free Riding & Defection

- What does the design / frame articulate to preserve order?

- **NORMS – NPOV (NUDGE VS PUSH)**

- Authors can summarise others materials but must always preserve the meaning and conclusions (WP: Synth)

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Continued

- How does the wikepedia design/ frame address conflicts?

- How would conflict be addressed in other organisational settings?

- Does it mean that cooperation requires self –governance ?

- Research on Public Goods Games – Elinor Ostrom, Ray Gardner and James Walker

- Wikipedia's frame allows us to discuss, debate, reinterpret and enforce on our own

Continued

- The design creates a network effect and builds connections to nodes of knowledge – Six degree of separation and two degrees of influence

- Cooperation evolves and upgrades in this network – Repeated Games & confidence building

- The frame/ design creates an **<u>EMERGENCE –</u>** Research on norms and network density

- The end outcome is completely different from the constituent parts of the network

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End of Presentation

Thank You

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