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Jensen -- 6. Cooperation in Wikipedia from a Network Perspective / Christian Stegbauer -- Firm Driven Collaborative Innovation and Production: Case Studies -- 7. Managing a New Consumer Culture: "Working Consumers" in Web 2.0 as a Source of Corporate Feedback / Sabine Hornung, Frank Kleemann and G. Gunter Voß -- 8. Prosuming, or when Customers Turn Collaborators: Coordination and Motivation of Customer Contribution / Birgit Blattel-Mink, Raphael Menez, Dirk Dalichau, Daniel Kahnert -- 9. Role Confusion in Open Innovation Intermediary Arenas / Tobias Fredberg, Maria Elmquist, Susanne Ollila, Anna Ystrom.

Sommario/riassunto

The Internet has enabled new forms of large-scale collaboration. Voluntary contributions by large numbers of users and co-producers lead to new forms of production and innovation, as seen in Wikipedia, open source software development, in social networks or on user-generated content platforms as well as in many firm-driven Web 2.0 services. Large-scale collaboration on the Internet is an intriguing phenomenon for scholarly debate because it challenges well established insights into the governance of economic action, the sources of innovation, the possibilities of collective action and the social, legal and technical preconditions for successful collaboration. Although contributions to the debate from various disciplines and fine-grained empirical studies already exist, there still is a lack of an interdisciplinary approach.
