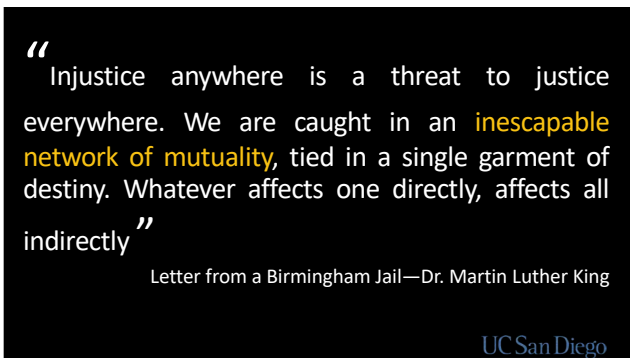


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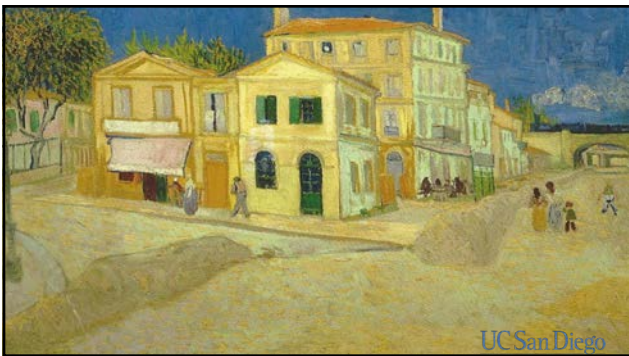


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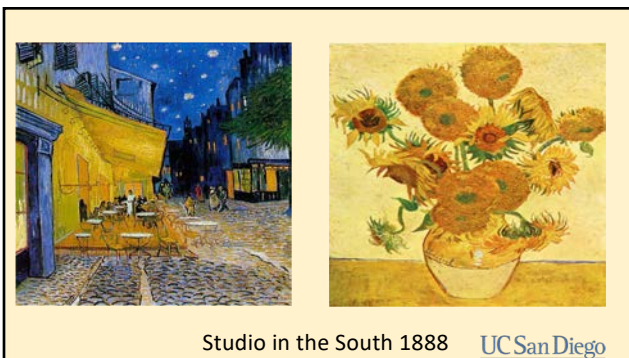
“In organizations **real power and energy** is generated through **relationships** and the capacity to form those relationships is **more important** than tasks, functions, roles, and positions.”

Margaret Wheatley

4




5



6

"You know I've always
 thought it ridiculous for
 painters to live alone and
 create. You always lose
 when you're isolated."



From: Vincent van Gogh
 To: Theo van Gogh
 Arles, France May 1888

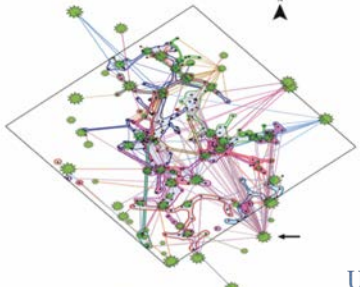
UC San Diego

7



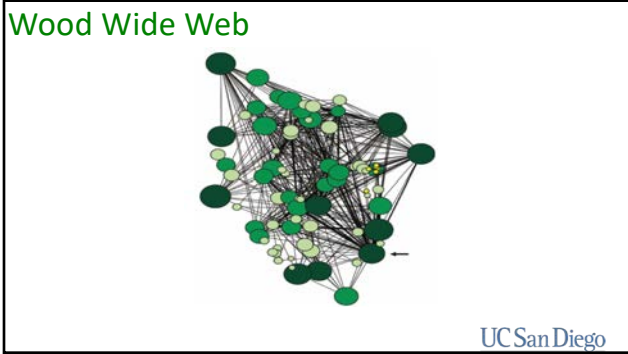
8

Wood Wide Web



UC San Diego

9



10



U.S. Defense Advanced Research Projects Agency (DARPA)

Red Balloon Contest

- ✦ Celebrated the 40th anniversary of the first external log on to ARPAnet in 1969
- ✦ Find 10 Weather balloons randomly scattered across the US
- ✦ Winning team would receive \$40,000

11

DARPA

Red Balloon Contest

- ✦ Winning 5 Person Team from MIT
- ✦ Learned about the contest on Tuesday, announced the team strategy on Thursday, contest began on Saturday



12

How long did it take to find 10 randomly placed 9 foot high (3 meters) bright red weather balloons, suspended 30-60 feet (10-20 meters) above the ground, randomly placed in the United States?

8 hours, 52 minutes 41 seconds

13



14

“

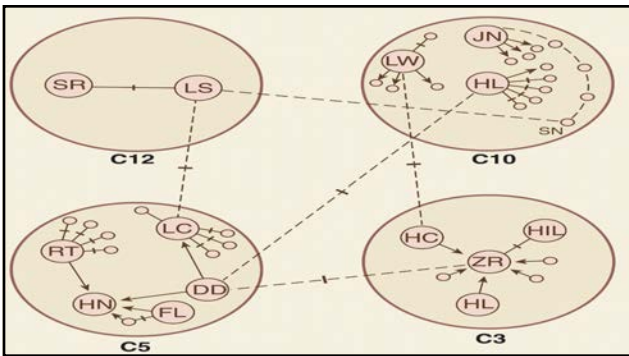
The Contest revealed several promising means for **using social networks** to mobilize groups of people for a specific purpose. It also demonstrated the speed at which **social networks** can be used to solve challenging national problems --DARPA

”

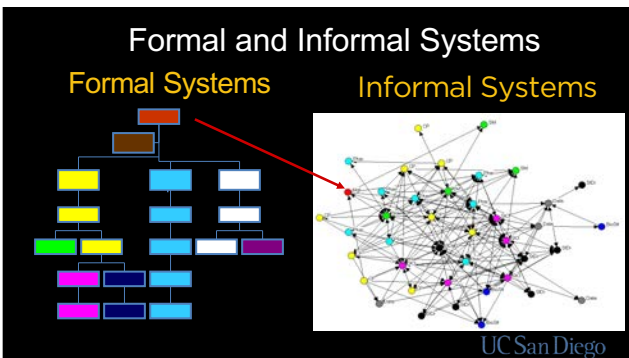
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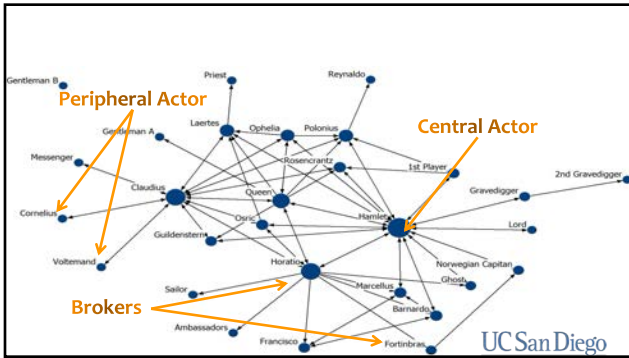
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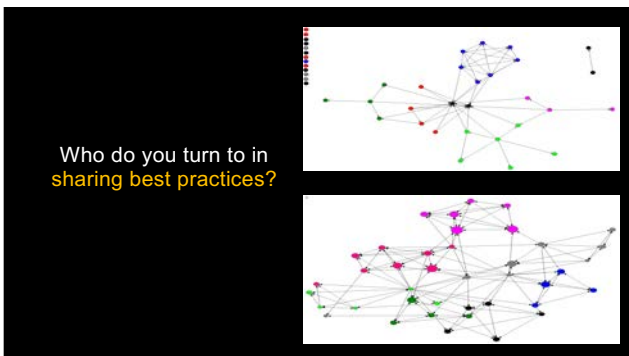
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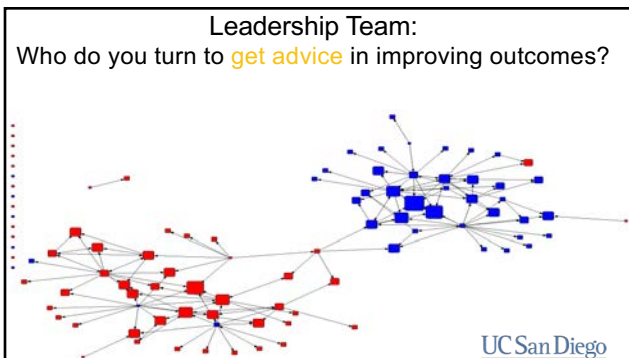
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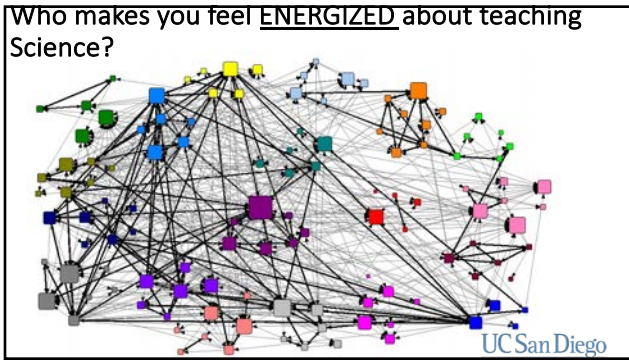
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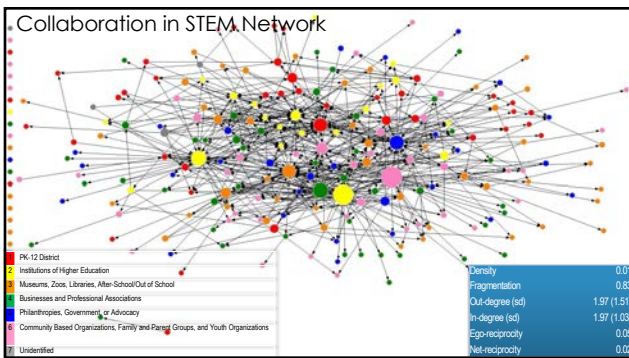
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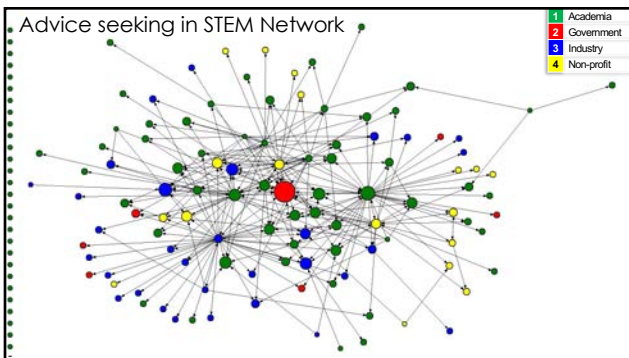
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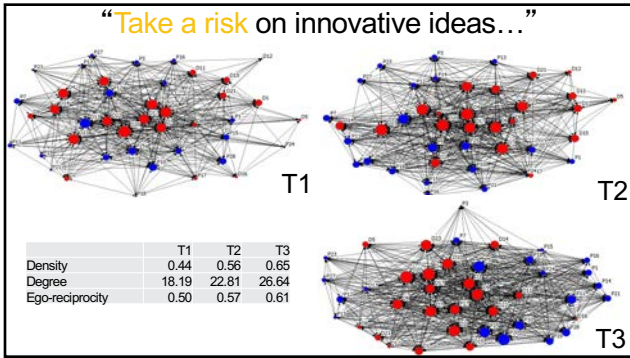
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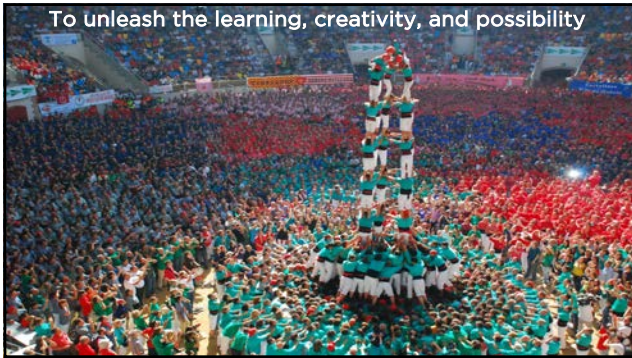
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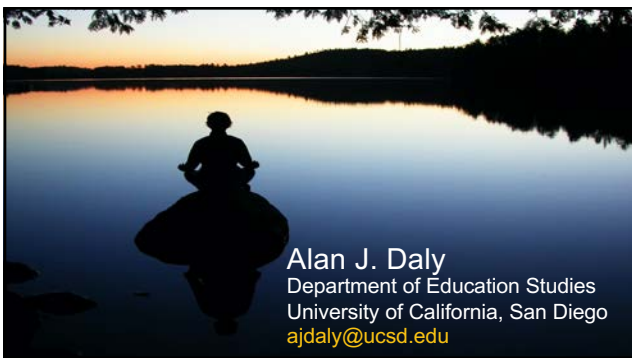
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