

CROWD COMPUTING – JUST ESTIMATE 01

Sir, can i speak to you for five minutes? Hey hi Ravi, how are you? I am fine, Something is bothering me so much, I am humming this really melodies Hindi song from nineties, Their hero talk's about heroines anklets and it was shot in a south Indian temple I am unable to recall that, Will you please help me with that, So a south Indian temple and a Hindi song, south Indian temple and a Hindi song, You said in the nineties film, Ya nineties, And what was in the lyrics, I don't know hero was praising heroines anklets or I remember it something to do with heroines anklets, Anything in the lyrics some two three words, No, tried googling it, Sir I tried googling it but I couldn't find the result appropriate result for that, Ok, So its very difficult to find now, You need know with the lyrics nor do you know can you hum the song? No. How can we find now? Ok so maybe we can think of let asks someone may be who knows both south and north, they should know. You are the best example for that, ha ha you have south Indian friends and north Indian friends and you love Hindi songs ok that reminds me ok i have both south Indian as well as north Indian friends i have loads of them on face book, yeah and maybe we should try posting it there one or the other person will see it and let's see whether he can answer huh? That's a great idea ok super. Oh my god! This is awesome i really want to learn the science behind it let me ask the professor. Ravi saw what just happened with our little exercise, see all that we did was we went to face book and we i add a line on your behalf and it was wonderful to see that is less than ten minutes, ten to eleven minutes i believe, we got the final answer what is most surprising there? Is that the first hit was wrong second hit was also wrong if i am not wrong right? The third hit was "The song" how do you think that this happen? Any guess, see goggle did not help us right? Asking us expert of bollywood may not be of any help, if you simple say south Indian temple nineties bollywood song and finally saying that it has some lyrics about the anklet of the heroine may not land you anywhere, what just happened? I don't know actually i am very curious w couldn't find it in Google and within thirteen minutes we find it in face book, that's right see what just happened is called it's a very popular social computing technique its about asking people to solve problem and a bunch of people come and solve a problem but then you see we got the answer free of cost we didn't invested any infrastructure that's because on face book you have a whole lot of well wishers who don't mind helping you out correct? I roughly have some five thousand friends on my friend list and out i am sure not all of them would have come forward to help me, some of them came forward out of them only a few people knew something about this song we have many many friend on my friend list who are outside India right they may not know anything about bollywood correct? They off course are of no use there are roughly two thousand three thousand people who probably watch lot of bollywood songs and a part of them tried helped me out and a

part of them could help me out with some inputs out of which one was the right answer, right? This is how social computing works. Sir i have a question, do you think this works every time? Or for every one? Yeah that's a good interesting question you need big numbers let's say you have some two hundred friends in your friend list if you try posting this may be ten to fifteen would be interested to talk to you about it and two or three will give you some hits that may not be right, so bigger the number more the merrier seems to be here right? this is precisely how your Wikipedia works this is precisely how your stack exchange works where you go and post a question you will get an answer immediately just the way we got an answer right now, this is how the even quora works right? So imagine imagine if you were asking this question some twenty years back you wouldn't ever get to a solution, yeah. The only possible solution here was face book there are many application where you switch on the application on your mobile it will listen to the music of the song and tell you what the song is but that useless here because you dint know what the song was, you dint even know you couldn't even hum the song right? You just gave some bare minimum details and you got the answer. What is more surprising is that you could not Google it, could you? No. we tried it Googling it and it shows up something else, it is no way close to the answer correct? So there are kind of questions where you won't get answers in Google but with your friends help you can get it in face book, that's right, perfectly. So we can even hypothesise by saying the problems of the world and the problems of our county, can be outsourced and rather crowd sourced and we can ask people to talk about it and we might even get the best possible answers, this is precisely what's goes by the name wisdom of the crowds, where the power of many can beat the power of one super intellectual. That's very interesting.