Making the invisible visible

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Making the Invisible Visible: Improving Collaborative Problem-Solving Through Social Computing

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1. Computer science is no more about computers than astronomy is about telescopes. (E. W. Edsger Dijkstra)

2. The priorities in marketing, as well as in business [research] in general, will change. (...) You need to leave your discipline, in this case marketing, and look into other disciplines such as linguistics and information systems and computer science. We have to adapt and develop concepts from other areas and apply them to marketing. (Martin Wetzels)

3. Using visual support systems that leverage social signals collected during team interactions has the potential to revolutionize how teams work together. (Conclusion)

4. By leveraging visual support systems, remote creative teams can potentially improve their communication and collaboration, which could help mitigate the negative effects of remote work on creativity. (Chapter 5)

5. [There is a] need to move beyond simply collecting these data streams and start questioning the context in which the data are collected. (Introduction)

6. All sorts of things can happen when you're open to new ideas and playing around with things. (Stephanie Kwolek)

7. The sequence of social signals forms the DNA of the interaction within a team and different modes have different DNA which is reflected in different social signal patterns. (Chapter 2)

8. Different features (...) affect overall team performance, and this relationship differs over different design thinking modes. (Chapter 4)

9. Don't let anyone rob you of your imagination, creativity, or curiosity. It's your place in the world; it's your life. Go on and do all you can with it, and make it the life you want to live. (Mae Jemison)