

CONFÉRENCE PUBLIQUE

Nomination par appel du professeur François Grey au rang de professeur associé



Professeur François Grey

Centre Universitaire d'Informatique de
l'Université de Genève
et « The Geneva Tsinghua Initiative »

candidat à la nomination par appel au rang de professeur associé
à l'*Information Science Institute* de la GSEM
donnera une conférence intitulée:

« Kyiv, Covid, Climate Change and Crowdsourcing »

Vendredi 20 mai 2022 à 14h00

par vidéoconférence sur Zoom

Abstract:

Over the last two decades, the crowdsourcing of public contributions to research projects has become commonplace. Such crowdsourcing represents a new economic and management model for research. It enables participation on a global scale, thanks to digital technologies such as phone-based apps or web-based games. Citizen Cyberlab is a partnership hosted by the University of Geneva, with CERN and the UN Institute for Training and Research. The lab has initiated a series of crowdsourced research projects as well as developed new digital tools and methodologies for collaboration between citizens and scientists.

In this talk, as well as sharing some highlights of over a decade of research at Citizen Cyberlab, I will focus on an emerging trend in the crowdsourcing. This trend combines crowdsourcing with artificial intelligence for rapid response in disaster management. Examples include: open source intelligence used to document rapidly unfolding crises such as the war in Ukraine; citizen scientists helping to track the origins and understand the spread of Covid; students gathering data about climate change and its impacts on their communities. I will discuss the relevance of this emerging trend to the field of applied management research.