# KİTLEDEN KAYNAĞA

## Yeni Nesil Kalabalıklar

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*Sevgili Kızıma ve Aileme…*

## TEŞEKKÜR

Kitle kaynak kullanımı bir görevi gerçekleştirmek veya bir sorunu çözmek için kalabalığın fikir ve yaratıcılık temelli iş gücünden yararlanma eylemidir. Hızla dijitalleşen dünyada geleneksel iş yapma biçimleri değişmektedir. Yeni düzende, yeni iş ortağı olarak gönüllü kalabalıkların iş yapma biçimlerinden ve kattıkları değerlerden bahsedilmektedir. Değişimin odağında yer alan teknoloji ve dijitalleşme, uzakları yakınlaştırmasının yanı sıra, zor işleri de kolaylaştırma imkanını sunmaktadır. Bu değişimin odağında kitlelerin kaynak olarak kullanılmasının ifadesi olarak "kitle kaynak" olgusu yer almaktadır. Kitle kaynak, kitlelerin yaratıcı kaynaklara dönüştüğü yeni bir işbirliği modelidir. Markaların tüm süreçlerinde, kamusal alanlarda, bilimsel çalışmalarda, fikir ve yaratıcılığın yer aldığı tüm alanlarda uygulanmaktadır. Elinizdeki çalışmada, söz konusu değişim bağlamında kitlelerin kaynağa dönüşümü ve yeni nesil süreçlerdeki varlıkları kaleme alınmıştır.

Bu kitabın başlangıcı, yazım süreci ve tamamlanması aşamasında bana güç verenlerin, yolumu aydınlatanların varlıkları her zaman hayatımın en değerli yerinde olacaktır. Tüm kalbimle; dünyamı anlamlandıran, neşelendiren, renklendiren ve güzelleştiren canım kızım Zeynep Serra'ya, destekleri, güvenleri ve sevgileriyle her zaman yanımda olan kıymetli aileme ve canım kardeşim Tuğba Yazıcı Çakıroğlu'na, samimiyetleri, sevgileri ve destekleriyle hayatımda "iyi ki var" dediğim değerli tüm dostlarıma teşekkür ederim.

Ve elbette akademik yolculuğumda üzerimde emeği olan değerli hocalarıma, meslektaşlarıma da saygı ve sevgilerimi sunarım.

***Tülay YAZICI***

***Eylül 2023***

# ÖNSÖZ

İnsan tarih boyunca üretim ve tüketim dengesi içerisinde yaşamını devam ettirmeye çalışan ve aklını kullanabilen bir canlıdır. Yaşamın sürekliliğini sağlayan ve devam eden birçok sistemin temelini üretim ve tüketim unsurları belirlemektedir. Sınırsız isteklerin sınırlı kaynaklarla karşılanmaya çalışıldığı ortamda, isteklerin karşılanması için akılcı ve yaratıcı fikirlerin hayata geçirilmesi gerekmektedir.

Birey olarak başlanan noktada; bireyden gruplara, gruplardan, topluluklara, kalabalıklara, kitlelere ve toplumlara doğru bir genişleme söz konusudur. Bireyin özellikleri, davranışları, düşünceleri, istek ve talepleri, üretkenliği, yaratıcılığı ve katılımcılığı sistemler içerisindeki yerini belirlemektedir. Kuralların ve belirlenmiş kalıpların içerisinde kendisine yer bulmaya çalışan birey, üretimden ziyade tüketim unsurunun baş aktörü olarak görülmektedir. Özellikle teknoloji öncesi yaşanan devrimler süresince birey; tüketen, kabul eden, sorgulamayan, bir fikre sahip olmayan pasif konumda görülmüştür. İnternet ve teknoloji devrimi ile birlikte bireyin de varlığı değişmiş ve katılımcı, üretici, talep eden, fikri olan, aktif bir konuma gelmiş ve kendi rolünü değiştirmiştir.

İnsanlar ve topluluklar sürekli olarak mevcut teknolojiler için yeni kullanım alanları bulmaktadır. Günümüz dünyasında üretkenlik ve yaratıcılık akıl almaz bir boyutta değişim göstermektedir. Küresel köyün içerisinde yaşayanlar zamandan, mekandan ve sınırlardan bağımsız olarak iletişim olgusunun etrafında kendilerine yer bulmaya çalışmaktadır. Bu arayışın en önemli nedenleri arasında katılım ve üretim ihtiyacı yer almaktadır. İnsanın değişim hikayesinde üretken yönünün ön

plana çıkmasını ve küresel alanlara taşınmasını sağlayan en etkili unsurlardan biri, katılımcılığın ve insan faktörünün çok önemli olduğu kitle kaynak olgusudur.

Kitle kaynak; yenilik, yaratıcılık, sorun çözümü, bilgi toplama veya belirlenen görevlerin yerine getirilmesi için kitlelerle işbirliği yapılan uygulamalardır. 2006 yılında Jeff Howe tarafından ilk defa kullanılan ve bu tarihe kadar birçok alanda, sektörde ve projede kullanılan yeni nesil iş yapma biçimi olarak kullanılmaktadır. Howe kitle kaynak olgusunu; geleneksel olarak belirlenmiş bir işi alıp, genellikle interneti kullanarak açık bir çağrı şeklinde tanımlanmamış, genellikle büyük bir insan grubuna sunulan ve bu grubun da gönüllü olarak sorunun çözümü için katılımcı olduğu uygulamalar olarak belirtmektedir.

Kitle kaynağın temelinde tüketici/kullanıcı, paylaşım ve katılım yer almaktadır. Tüketicilerin aktif rol aldığı yeni medya ortamlarında, kitle kaynak bu süreci besleyen ve geliştiren en önemli uygulamalardan biridir. Profesyoneller tarafından gerçekleştirilen üretim, yaratım ve sorun çözme süreçleri, artık tüketiciler tarafından gerçekleştirilmekte ve markalar tarafından talep edilen bir değer olarak görülmektedir. Kitle kaynak ile birlikte bu talep küresel çapta uygulanmaktadır. Kitle kaynak kullanımı, fikir üretme sürecinde devrim yaratmak için kullanılabilecek bir araçtır. Artık kitle kaynak platformları farklı, yaratıcı ve sorun çözücü çalışmalar için giderek daha fazla kullanılmaktadır. Kuruluşlar, fikir üretmek için dijital kitle kaynak platformları aracılığıyla kalabalığın bilgeliğinden faydalanmayı talep etmekte ve iş süreçlerinde kullanmaktadır. Kalabalık, genellikle yaratıcı ve yenilikçi fikirler üretme konusunda yetenekli kişilerden oluşan kaynaklar olarak kabul edilmektedir.

Geçmişin kitleleri olarak kabul edilen kalabalıklar, bugünün yeni nesil kaynakları haline gelmiştir. Yeni nesil kabalıklar birçok farklı alanda kaynak olarak kabul edilmekte ve işbirliği içinde yer almaktadırlar. Ekonomik sistemler yalnızca markalar ve pazarlama döngüsüne ait değildir. Teknolojinin değiştirdiği aynı zamanda da biçimlendirdiği yenidünya düzeninde farklı sektör ve ihtiyaçlar önem kazanmaktadır.

Bu bağlamda okuduğunuz bu kitapta, kitle kaynak uygulamaları açısından kitlelerin kaynağa dönüş hikayesinde yeni nesil kaynaklar olarak nasıl kullanıldığı anlatılmıştır. Kitle kaynak bölümünün ardından "***Akıllı Şehir, Bilgi Çağı, Eğitim, Etik, İnovasyon, İnsan Kaynakları, Metaverse, Sürdürülebilirlik, Vatandaşlık Bilimi, Yapay Zeka"*** konu başlıklarında olmak üzere on farklı alanda kitle kaynak olgusu, örnek uygulamalarla açıklanmaktadır.

***AKILI ŞEHİR*** uygulamalarında kitle kaynak kullanımı açısından; "Akıllı şehir planlamaları ve teknoloji bağlamında insan katılımı ile şekillenen kitle kaynak, dünyadaki birçok şehirde planlanmakta ve uygulanmaktadır. Teknolojinin akıl odaklı ilerlediği günümüzde, akıllı şehirlerde kitle kaynak uygulaması gelecek yılların önemli uygulama projeleri arasında yer alacaktır."

***BİLGİ ÇAĞI*** uygulamalarında kitle kaynak kullanımı açısından; "Bilginin çok önemli ve değerli olduğu çağımızda katılım ve bilgelik, bilgi çağının en değerli unsurlarını oluşturmaktadır. İnsan odaklı ve katılım temelli gelişen kitle kaynak uygulamaları, teknolojinin gelişmesiyle birlikte yeni bir boyut kazanmıştır."

***EĞİTİM*** uygulamalarında kitle kaynak kullanımı açısından; "Kitle kaynak, eğitimin şekillenmesinde hem dönüştürücü hem de belirleyici mekanizmaları oluşturmaktadır. Teknolojinin

sunmuş olduğu avantajların eğitimin sürecinin aşamalarında farklı uygulamalarla kullanılması, sadece anlatıcı öğretmenler ve dinleyici öğrenciler olmanın ötesinde eğitimin küresel boyutta daha katılımcı ve üretken olmasına imkan sağlayacaktır."

***ETİK*** gerektiren uygulamalarda kitle kaynak kullanımı açısından; "Bugünün kitle kaynak uygulamalarında yaşanan etik sorunların belli kurallar ve uygulamalar çerçevesinde çözümü, gelecekteki kitle kaynak uygulamalarının da temelini oluşturacak ve aynı zamanda yeni etik standartlarının oluşmasının da ilk adımı olacaktır."

***İNOVASYON*** uygulamalarında kitle kaynak kullanımı açısından; "İnovasyon için kitle kaynak kullanımı şirketlerin yönetim planlamaları arasında hızla yerini almakta ve uygulanmaktadır. Gelecek yıllarda çok daha farklı uygulamalarda hayata geçirilecek kitle kaynak kullanımı, inovasyon süreçlerinin değişen yönlerinin de belirleyicisi olacaktır."

***İNSAN KAYNAKLARI*** uygulamalarında kitle kaynak kullanımı açısından; "Kitle kaynak yöntemi insan kaynaklarının etkinlik ve verimliliğinin artması ve çalışan katılımının sağlanması için büyük bir fırsattır. İnsan kaynakları alanında kitle kaynak kullanımı yakın gelecekte daha da önem kazanacak ve önemli bir yönetim modeli olarak daha aktif şekilde kullanılacaktır."

***METAVERSE*** uygulamalarında kitle kaynak kullanımı açısından; "Sanal dünyanın gerçekliğinde yer alan Metaverse ve kitle kaynağın katılım gücü, markalara farklılığın ve gelişimin anahtarını sunmaktadır."

***SÜRDÜRÜLEBİLİRLİK*** uygulamalarında kitle kaynak kullanımı açısından; "Kitle kaynak sürdürülebilirlik konusunda, uzmanlığı ve ilgisi olan milyonlarca birey ve grup arasında işbirliğine dayalı bir ağ oluşturmaktadır. Bu, hükümetlere

ve şirketlere, geleneksel metodolojiler kullanıldığında elde edilemeyecek boyutta küresel bir yenilikçi fikre, yaratıcı çözüme ve ilgili uzman havuzuna erişim imkanı sağlayacaktır."

***VATANDAŞ BİLİMİ*** uygulamalarında kitle kaynak kullanımı açısından "Kitle kaynak kullanımıyla gerçekleştirilen vatandaş bilimi uygulamaları geniş bir alanda, geniş bir küresel katılımla elde edilecek küresel veri akışının elde edilmesine olanak sağlayarak bilimin daha farklı açılardan ele alınmasını ve verilerin sonuçlandırılmasını sağlayacaktır."

***YAPAY ZEKA*** uygulamalarında kitle kaynak kullanımı açısından "Kitlelerin yapay zeka çalışmalarında aktif katılımı, insan zekasının makineler ve sistemler birleşiminin en etkili sonuçlarından birini ortaya koymaktadır. Bu bağlamda insan ve makinenin bir araya gelmesiyle oluşan yapay zekâ uygulamalarında kalabalıklar, teknolojik gelişmelere paralel olarak gelişmeye ve işbirliğine devam edecektir."

Kitle kaynak olgusunun, on farklı alan özelinde açıklandığı bu kitap çalışmasının alan yazınına katkı sunmasını diliyor, konuyla ilgili çalışmalar yapan, ilgi duyan, merak eden ve iletişim bakış açısıyla bakmak isteyen okuyuculara kaynaklık etmesini ümit ediyorum.

***Tülay YAZICI***

***Eylül 2023***

## KISALTMALAR LİSTESİ

| | |
|---|---|
| **AB** | Avrupa Birliği |
| **ABD** | Amerika Birleşik Devletleri |
| **AĞ** | 5G/6G |
| **AI** | Artifical Intelligence / Yapay Zeka |
| **ALA** | Atlas of Living Australia |
| **AR** | Artırılmış Gerçeklik |
| **AWS** | Amazon Web Services |
| **BAE** | Birleşik Arap Emirlikleri |
| **BIT** | Bilgi İletişim Teknolojileri |
| **BM** | Birleşmiş Milletler |
| **BT** | Bilgi Teknolojisi |
| **CAI** | Bilgisayar Destekli Öğretim |
| **C2C** | Consumer to Consumer |
| **Crowd4SDG** | İklim Etkilerini İzleme ve İklim Direncine Ulaşma için Vatandaş Bilimi |
| **DFCD** | Deepfake Detection Challenge |
| **DT** | Dijital İkiz |
| **HIT** | İnsan Zekası Görevleri |
| **IK** | İnsan Kaynakları |
| **IPCC** | İklim Değişikliği Paneli |
| **IoT** | Nesnelerin İnterneti |
| **MIT** | Massachusetts Teknoloji Enstitüsü |
| **ML** | Makine Öğrenimi |

| | |
|---|---|
| **NAFI** | Kuzey Avustralya Yangın Bilgisi |
| **OED** | Oxford İngilizce Sözlük |
| **SDG 13** | Sustainable Development Goals |
| **SOO** | Save Our Oceans |
| **SST** | Spitzer Uzay Teleskobu |
| **STS** | Bilimsel Bilim ve Teknoloji Çalışmaları |
| **UKBMS** | The United Kingdom Butterfly Monitoring Scheme |
| **UNDP** | Birleşmiş Milletler Kalkınma Programı |
| **UNEP** | Birleşmiş Milletler Çevre Programı |
| **UTS** | Sidney Teknoloji Üniversitesi |
| **WCBS** | Daha Geniş Kırsal Kelebek Araştırması |
| **WEF** | Dünya Ekonomik Forumu |
| **WPS** | Yaban Hayatı Koruma Çözümleri |
| **VGI** | Gönüllü Coğrafi Bilgi |
| **VR** | Sanal Gerçeklik |

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