ABSTRACT
Substantial new trends in social sciences, organizational studies, and human evolution provide ever-finer mapping of the diversity of human motivations, and the substantial, stable deviations of actual human beings, in actual social settings from the predictions of rational self-interest that underlay traditional mechanism design. These findings and theoretical developments suggest the need for explicit integration of these important insights into collaborative systems design, and recommend the development of a generalized approach to cooperative human systems design.

SPEAKER BIOGRAPHY
Yochai Benkler is the Berkman Professor of Entrepreneurial Legal Studies at Harvard, and faculty co-director of the Berkman Center for Internet and Society. In the 1990s he identified the centrality of spectrum commons given new wireless technologies as an alternative to regulation or spectrum-defined property rights, and the centrality of commons-based resources as a neglected factor of information production generally. In the 2000s he emphasized the importance of cooperation to online phenomena and coined the term peer production as part of the explanation of the stability of the kinds of decentralized, non-market, non-hierarchical models of information production that typify much of contemporary creativity on the Net. His books include The Wealth of Networks: How social production transforms markets and freedom (2006), which received the Don K. Price award from the American Political Science Association for best book on science, technology, and politics, the American Sociological Association’s CITASA Book Award an outstanding book related to the sociology of communications or information technology, the Donald McGannon award for best book on social and ethical relevance in communications policy research, and was named best business book about the future by Strategy & Business. He received the Electronic Frontier Foundation’s Pioneer Award in 2007, and the Public Knowledge IP3 Award in 2006.