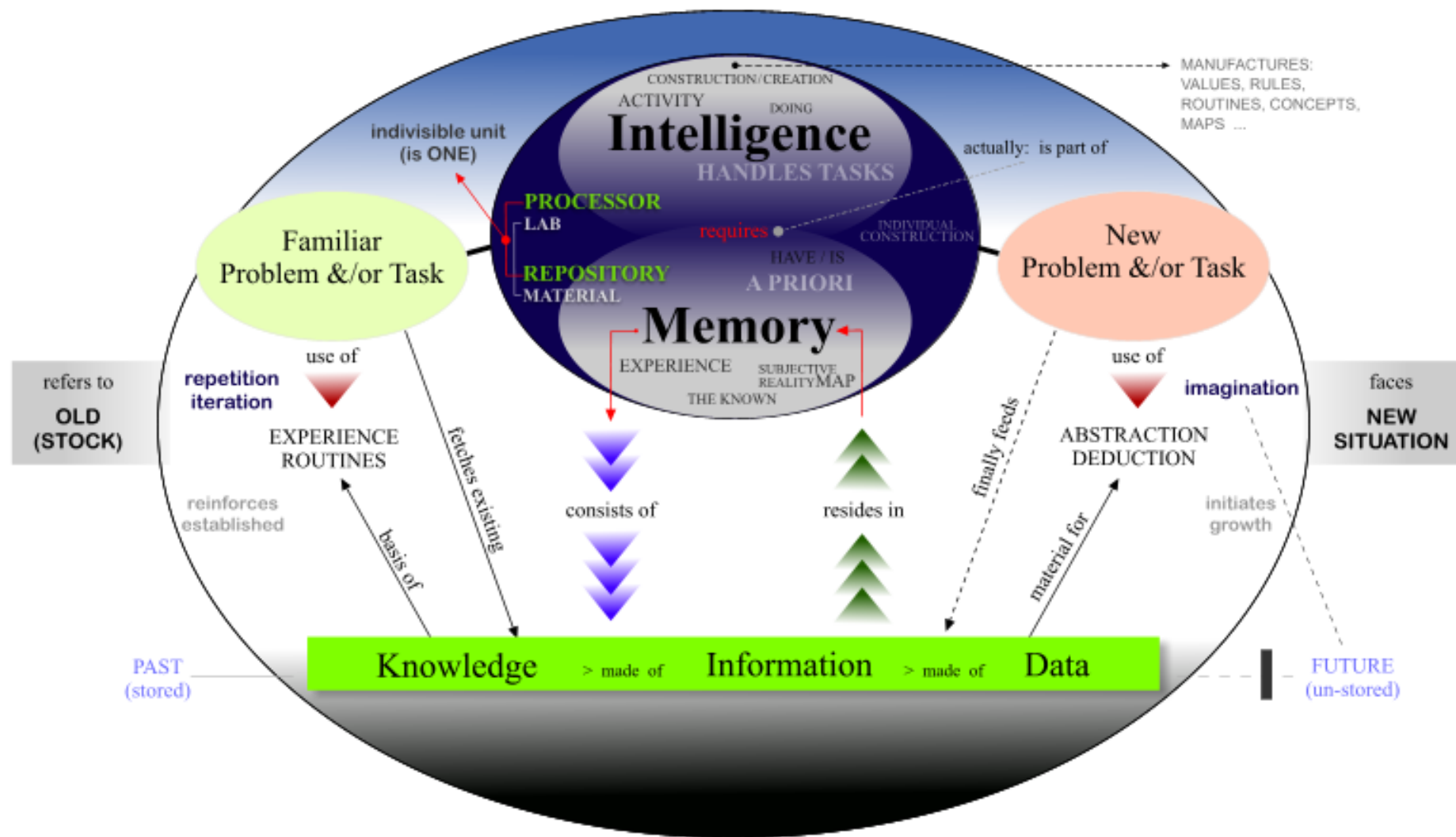


Collective Intelligence + Collective Memory

Google Search v. 21.2.2007

"collective intelligence"	943.000 Hits
"collective intelligence" + "collective memory"	666 Hits
"collective intelligence" + "collective values"	129 Hits

Reflection on the Primary Dependency of Intelligence (as to Collective Intelligence)



collective intelligence's indispensable substructure: *collective memory* .. leading to the question: what is a collective memory -with regard to its *matter & form*- supposed to look like ?

Intelligence is so intelligent, as its memory permits



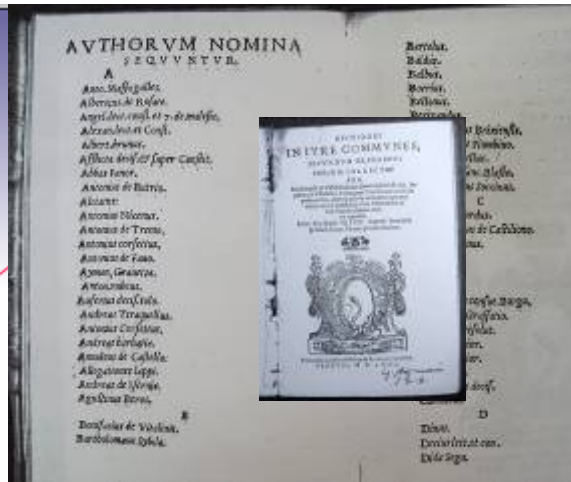
Collective Memory: what should be in it ?

ALLES

A photograph of two black and white cows with large, inflated udders, looking towards the camera. Two yellow circles are drawn around their heads. The background is dark with a greenish glow around the cows.

~~ESSEN~~
DATENBANKEN

DOKUMENTE



F

E

WERTE !

ALLES

DATENBANKEN

DOKUMENTE

FUNDAMENTAL + ESSENTIELL

Examples: 'Fundamental Information'

- Claire Soderberg, Steven Hall
(human beings)
- Eco-Development, Research, Motivation-Lab
(topics/intentional subjects/projects)
- Head of Marketing
(skills, positions, roles)
- Products, Services
- Settlements, Branches, Bureaus
- Departments, Divisions, Sections, Work Groups
- Paris, Production, Stores (physical locations)
- fire extinguisher, medicine chest
- ...



WERTE

Examples: 'Essential Information'

- quarterly-, interim- & annual report
- organigram, certain maps, schemes & diagrams, project- & business plan
- constitution, bylaws, mission statement
- terms & conditions, rules
- unit location plans, how to find us
- latest news, events
- glossaries, galleries
- collaborating friends, partners, networks ..
- references (customers, clients ..)
- ...

WERTE

**ÜBERSCHAUBARE, LOGISCH ORGANISIERTE WELT,
DIE UNS BLITZSCHNELL MIT INHALTEN VERBINDET
UND EIN ABBILD UNSERER PHYSISCHEN WIRKLICHKEIT
IN SICH TRÄGT**

