

Chapter 51

Crowdfunding to Improve Environmental Projects' Logistics

Carlos Alberto Ochoa Ortiz Zezzatti
Juarez City University, México

Yarira Reyes
Juarez City University, Mexico

Sandra Bustillos
Juarez City University, Mexico

Alessandra Tagliarducci-Tcherassi
Università Della Sapienza, Italy

Rubén Jaramillo
LAPEM/CIATEC, Mexico

ABSTRACT

Evolve computing is the generic name given to the resolution of computational problems, based in models of an evolutionary process. Most evolutionary algorithms propose biological paradigms, and concepts of natural selection, mutation, and reproduction. Nevertheless other paradigms exist which can be adopted in the creation of evolutionary algorithms. Many problems involve environments not structured which can be solved from the perspective of cultural paradigms, which offer plenty of category models where one does not know the possible solutions of a problem, a common situation in real life. This research analyzed the organization of a project using a Crowdfunding Model, supporting to social networking. Sociological research shows that Crowdfunding tends to reveal a bias toward social similarity. Therefore, in order to model this Project supported with Crowdfunding, the authors developed an Agent-Based Model that already manages the social interaction, together with featuring information of issues in different habitats and evolutionary belief spaces. To introduce these theoretical concepts Cultural Algorithms were used in the approach, explaining the process in detail. In recent decades, in all World supporting Environmental Projects evolved from its traditional form of swapping issues with another friend's and stashing those involving too many people from diverse countries all dedicated to conservation of habitats, Natural Reserve or National Parks.

DOI: 10.4018/978-1-4666-2919-6.ch051

Hide you very well, tries to escape but do not allow that the humans know that you exist, since people never imagined to somebody like you!!! ;)
- - Jeanne Raherilalao, discoverer of new bird specie in Madagascar

1. INTRODUCTION

Any specie of plant or animal, when exhibited in a zoo or nature reserve and while it is it pending, leaves its quality of recognizable and usable issue in the scope of a certain culture, to constitute itself in substituted of something different from itself, which this issue, by means of its exhibition, updates or represents a specific environmental habitat. By virtue of this characteristic the task of the coordinator of a zoo or nature reserve takes shape: to offer objects to the perception of the visitors so that these construct something that extends to the issue which they are seeing, but that it is what that issue represents or it means (or what the Zoological specialist tries that represents or means) due to being exhibited.

That is to say, due to being exhibited (and, in this sense, it happens the same if is exhibited it in the habitat of a zoo or the show in a garden of a private collection), happens to be a semiotic object (for example, a specific endemic issue that lives in a detailed habitat in certain community with determine climate, *Siberian Taiga* for example, to cover itself) to acquire the effectiveness of a substituent semiotics, (in the same example, the Zebras or heard of Ñu exhibited in a private collection like representation of a type of endemic habitat, a ecological field, a style of specific zoo, in others, or like identifier of a certain community related with the protection of animals).

On the opposite and as soon as they are originally substituent's semiotics, we excluded from this analysis the issues pertaining to rarely species, threaded or endangered because excessive hunting (Hawaiian Crow, Wyoming Toad, Socorro Dove, Red-tailed Black Shark, Scimitar

Oryx or Catarina Pupfish). To all of them one perceives them, originally, as propose visual destined to give account of something different from themselves, irrespective of whether they are or not in an exhibition situation. When they get to be exhibited, as much in the great collections of Zoos with specific habitats like in the Sultanate Brunei's Zoo or Nouvelle Calédonie Zoo where is possible see new birds discovered in this Century as: Black-capped Woodnymph, Rio Orinoco Spinetail, South Hills Crossbill, Rock Tapaculo, Limestone Leaf Warbler, Socotra Buzzard, Fenwick's Antipitta, Willard's Sooty Boubou and, *Mentocrex beankaensis*; they act as a metasemiotic whose problematic it is different from that we are considering here and in that we do not take part, at the moment.

The responsible from a Zoo of an animal exhibition, composed by those semiotic issues that are transformed into substituent's semiotics like effect of their exhibition in a Natural reserve or zoo, will have to consider, anticipating it, an approach to how that issue can be perceived, how its proposal can be interpreted for the visitors according to different habitats. For it will be fundamental that it considers what the visitors know on that issue, to ratify or to modify or to contradict this ecological knowledge.

This exposition of different scenarios with animals in their habitats is the one that allows to affirm, as previous instance to the design and accomplishment of an animal exhibition, the necessity to identify, through public studies, the mental and symbolic processes of the social subjects regarding the type of issues that are going to be, to recover the interpretative modalities, are these zoological, decorative, scientists, aesthetic, or conventionally daily who are applied to them and who circulate in their community at the time of the natural exhibition.

The visitor of the Zoo, Natural Reserve, National Park or Private Animal Collection is with a physical space in which different options with respect to their possibility from perception and

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/crowdfunding-improve-environmental-projects-logistics/75072

Related Content

A Method of Analysing the Use of Social Networking Sites in Business

Sanaa Askool, Aimee Jacobs and Keiichi Nakata (2013). *IT Policy and Ethics: Concepts, Methodologies, Tools, and Applications* (pp. 794-813).

www.irma-international.org/chapter/method-analysing-use-social-networking/75057

The Battle Within: An Analysis of Internal Fragmentation in Networked Technologies Based on a Comparison of the DVB-H and T-DMB Mobile Digital Multimedia Broadcasting Standards

Håkon Ursin Steen (2013). *Innovations in Organizational IT Specification and Standards Development* (pp. 91-114).

www.irma-international.org/chapter/battle-within-analysis-internal-fragmentation/70693

Standardization and Competing Consortia: The Trade-Off Between Speed and Compatibility

Marc van Wegberg (2004). *International Journal of IT Standards and Standardization Research* (pp. 18-33).

www.irma-international.org/article/standardization-competing-consortia/2557

Ensuring Users' Rights to Privacy, Confidence and Reputation in the Online Learning Environment: What Should Instructors Do to Protect Their Students' Privacy?

Louis B. Swartz, Michele T. Cole and David Lovejoy (2010). *Information Communication Technology Law, Protection and Access Rights: Global Approaches and Issues* (pp. 346-362).

www.irma-international.org/chapter/ensuring-users-rights-privacy-confidence/43504

Consortium Problem Redefined: Negotiating Democracy in the Actor Network on Standardization

Tineke M. Egyedi (2003). *International Journal of IT Standards and Standardization Research* (pp. 22-38).

www.irma-international.org/article/consortium-problem-redefined/2552