crowdsourcing

Using the wisdom of the crowd to solve a problem and then share that solution.

It is a task that is usually assigned to one person, but instead is outsourced to a large, unknown crowd in the form of an open call/announcement.
crowdsourcing

It has expanded to include

• individuals doing work separately to then collectively complete a task
• which is similar, but not same as outsourcing—because in crowdsourcing, it is still the collective public reaching out to—no control over who answers the call
types of crowdsourcing

• voting
• funding
• creativity
• problem solving
• distributed knowledge
• cloud labor
voting

• news
• music
• movies
• commercial products
voting
voting
funding

- philanthropy
- donations
Water Pump for UNICEF by Justin & Christine Gignac

$500 Guys Tee
A water pump can provide clean, safe drinking water for an entire community. It also prevents women and children from having to walk miles, often in dangerous situations, to fetch water for their families. $500 is the cost of a water pump that can serve an entire community. T-shirts illustrated by Christine and Justin Gignac.

100% of the purchase price goes to the U.S. Fund for UNICEF to support lifesaving relief efforts for children in the Horn of Africa. Do a little or a whole lot of good - check out all 12 Good Shirts here.

Silver Regular Fit size Info
S  M  L  XL  XXL

Add to cart

If your size is sold out, request a reprint!
funding

http://www.kickstarter.com/projects/1748556257/elders-corner?ref=spotlight
creativity

Uses pool of art/design/content creators to design art and media on demand
creativity

https://99designs.com/launch#/category
creativity

The Royal Opera
creativity

The Brooklyn Museum
creativity:

Star Wars Uncut
• 2,161 separate 15-second scenes
• invited fans to each pick one
• make it in any style they chose:
  • live action, stop-action, animation, etc.
  
• http://vimeo.com/10821312
Google’s image labeling game was based on the “ESP Game” concept of Professor Luis von Ahn (Carnegie Mellon University). It included measures to avoid sabotage.

Their reCaptcha system is being used to help digitize some text in scanned books and documents.
problem solving

The Library of Congress had a collection of around 700 photographs donated to the library. They created a Flickr collection and asked people to identify anyone or anything they recognize in them.

Hockey Riot 2011 Site

The Vancouver Police Department established a web page asking people to send it photos and video of rioters after the Stanley Cup was won by Boston.

problem solving

Citizens and Science

• SETI@HOME
• Stardust@HOME
• GalaxyZoo
• Netflix Recommendation System
distributed knowledge

Gaining knowledge from a pool of contributors to aggregate and share knowledge through Q&A, citizen journalism, etc.
distributed knowledge

distributed knowledge

MPRnews

Public Insight Network
distributed knowledge

http://www.ushahidi.com/
distributed knowledge
cloud labor

Virtual labor pool for on-demand work.
Connects supply to demand
For simple and specialized tasks
Cloud labor
cloud labor

http://youtu.be/ho5Yxe6UVv4
why crowdsourcing works

- Individuals are not assessed individually
- Generally anonymous
- not face-to-face, so more willing to share
issues & conflicts:
issues & conflicts: quality

• No control over who is doing the work or what their expertise is
issues & conflicts:
labor

• Low pay (if any)
• No benefits or contracts
• Takes advantage of individuals in a global market
questions

• What can’t be crowdsourced?
• Is there ‘wisdom’ in crowds?
• What are the ethics behind crowdsourcing labor practices?