

Crowdsourcing

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Crowdsourcing

- The term “Crowdsourcing” was coined by Jeff Howe in his article “The rise of Crowdsourcing” on Wired.com

What is it?

A brief
introduction:



Participation-Collaboration

Crowdsourcing falls under the Participation-Collaboration Pattern: Which focuses on self organizing communities and embraces the reuse of content or collaborative collective works

4 Ways to Use Crowdsourcing

- Access a work force
- Ask a crowd to find a solution to your problem
- Find a community to help you organize information
- Obtain feedback and knowledge from a community

Types of Crowdsourcing

- Accessing Distributed Knowledge - Using the crowd to collect and organize information
- Crowdfunding- Raising capital from many sources to fund your idea
- Accessing Cloud Labor- Accessing a scalable workforce to perform a multitude of tasks

Types of Crowdsourcing

- Open Innovation - Accessing creative solutions to solve the problem at hand.
- Cloud Creativity- Tapping into the world's creative communities to develop art, media or content
- Tools- developing products to support collaboration and communication across communities

Examples of Crowdsourcing

Military/Defense

ACES - crowdsourced opinions

MMOWGLI - tactical war simulation



Language

Gengo - translation services

reCAPTCHA - turing test transcription

Image Verification
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Type the two words:



Computation

World Community Grid - lending CPU power

Zooniverse - human computation



Business

Kickstarter - crowdfunding

Indiegogo - crowdfunding

oDesk - freelancer network

txteagle - text message job force



An explanation of txteagle



Design/Music



99designs - freelance artist talent pool

crowdSPRING - freelance artist talent pool

Audiodraft - crowdsourced music commissions

Crowd Audio - musician/engineer network

The Ethics of Crowdsourcing

.While Crowdsourcing can yield great results and bring an organization to great success, the ethical implications can be very heavy.

Exploitation

Who is really the rightful owner of intellectual property?

Are participants being paid enough for their collaboration?

