

Crowdsourcing: A New Work Style

-Presented By Weicheng Yu



What is crowdsourcing?



Definition and Origin

- ▶ Crowdsourcing is the process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers.
- ▶ The term 'crowdsourcing' originated in a Wired Magazine article by Jeff Howe from 2006.
- ▶ It was used originally used to describe how businesses were using the Internet to outsource work to individuals

Can you think of a crowdsourcing example?

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Crowdsourcing Applications

- ▶ Crowdvoting
- ▶ Crowdsearching
- ▶ Crowdsourcing creative work
- ▶ Crowdsourcing language-related data collection

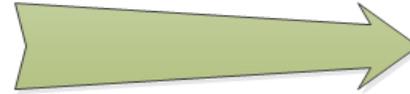
Crowdsourcing is extremely useful for solving tedious tasks!

Five Components of Crowdsourcing

-Research Goal



-Crowd



-Engagement Mechanism



-Platform



-Sensemaking



Research Goal and Crowd

- ▶ What is your research goal?
- ▶ Is your goal concrete
- ▶ Can you measure success
- ▶ Who will help you achieve your goals
- ▶ Are there enough people out there?
- ▶ How can you find them?

Engagement Mechanism and Platform

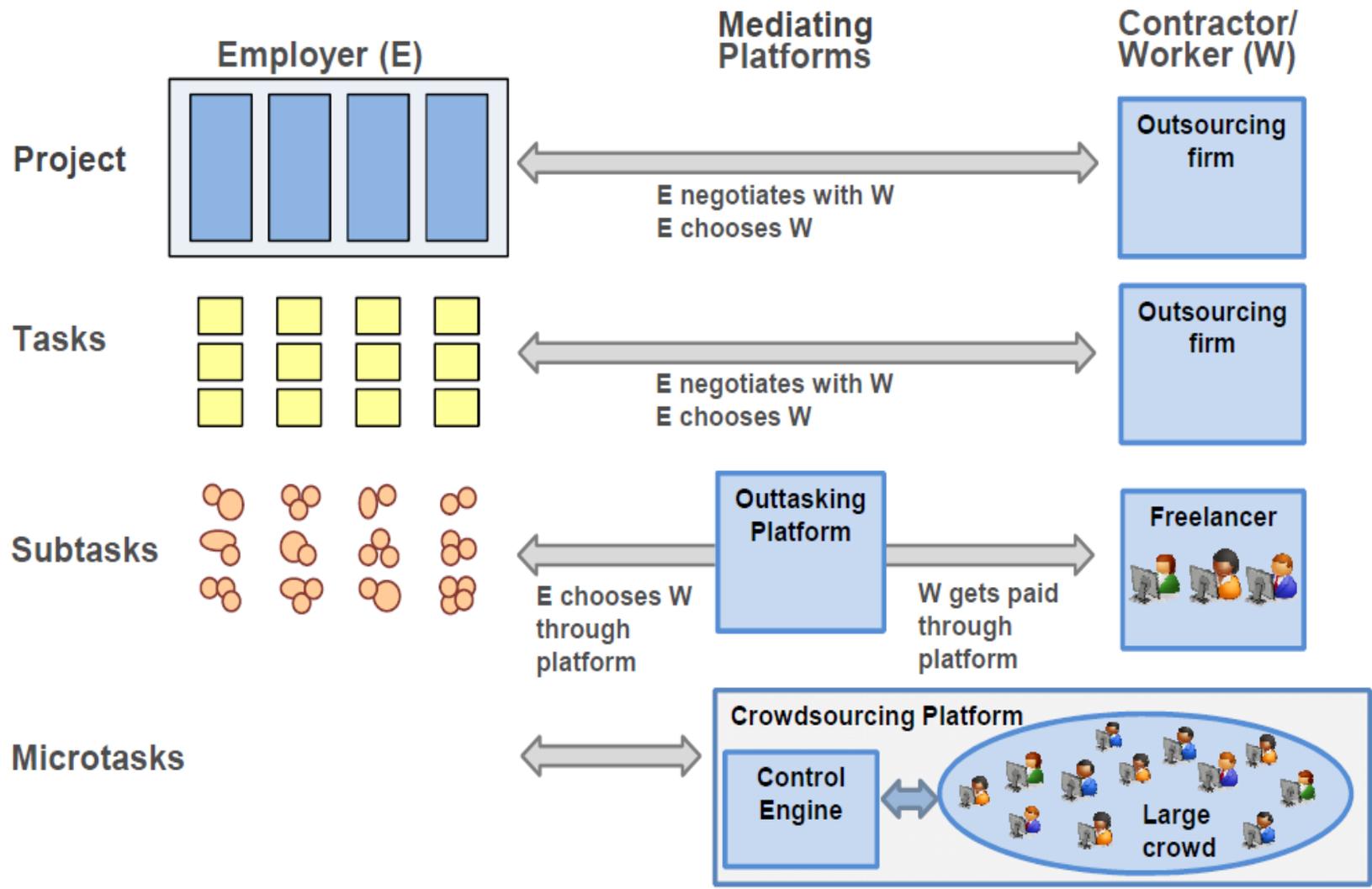
- ▶ What motivates the crowd?
- ▶ How will you motivate your crowd to participate?
- ▶ How will value be exchanged between you and the crowd?
- ▶ How will you reach your crowd to engage them, offer value, and receive back value?

Sensemaking

- ▶ What sorts of data will you have?
- ▶ How will you analyze and process data?

Crowdsourcing as a New Component in the Work Organization

- ▶ In work organization term, the largest entity that can be worked on is called a project. Projects are usually outsourced to big outsourcing firms.
- ▶ A project can be divided into several tasks. Tasks are usually outsourced to small outsourcing firms.
- ▶ A task can be divided into several subtasks. Subtasks are done by freelancers via outtasking platforms.
- ▶ A subtask can be divided into microtask, which is an indivisible unit. The microtask is what really is done by the crowd via crowdsourcing platforms.



Quality Control Pyramid



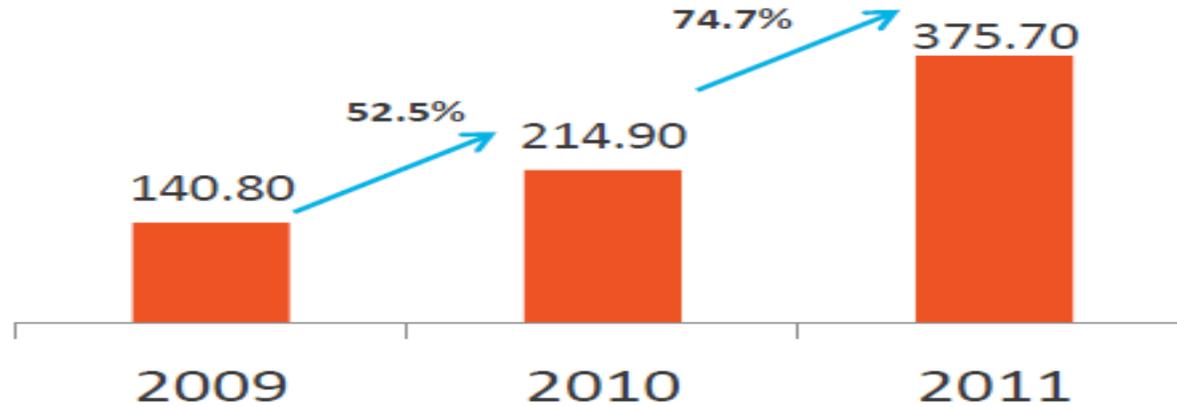
Advantages of Crowdsourcing

- ▶ **Productivity** - Increased throughput by processing massive volumes of tasks within a set timeframe with larger teams.
- ▶ **Flexibility & Scalability** - On-demand access to specialized resources, in any geography and multiple languages
- ▶ **Cost Savings** - Cost efficiency over current labor models with lower fixed costs and elimination of non-productive, billable time
- ▶ **Predictability** - Output-based pricing allowing full transparency, predictability and accountability for business results
- ▶ **Time to Market** - Flexibility to quickly ramp up and down to meet peak periods of demand with very little notice

Crowdsourcing is Becoming the Trend!

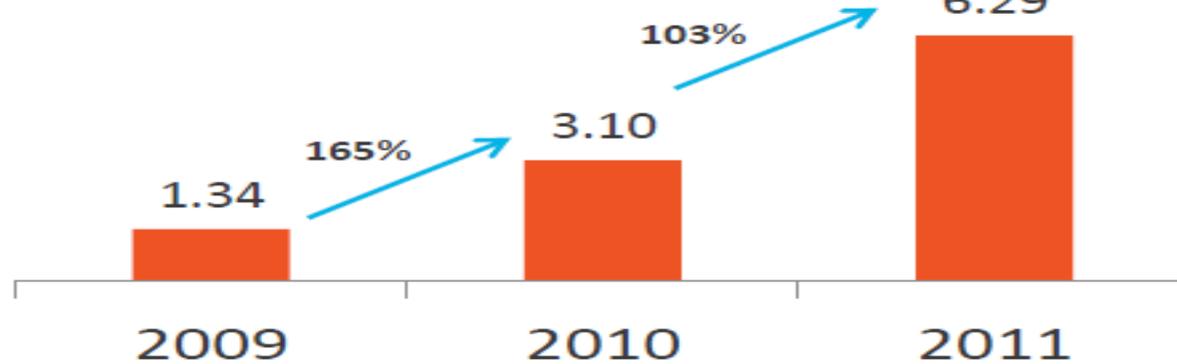
Crowdsourcing market revenue growth 2009-11

Millions of \$US



Number of crowdsourcing workers in 2009-2011

Million



We are almost done.

- ▶ Any questions?
- ▶ Thank You!!!