Crowdsourcing: A New Work Style

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What is crowdsourcing?
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?
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

1. **Qualification**
   - All workers are pre-screened & qualified based on customer requirements

2. **Injected**
   - Regular “Gold Set” testing is completed across task types

3. **Multiplicity**
   - Same tasks delivered to multiple users, increases confidence

4. **Peer Review**
   - In-Country “Moderators” review live work samples

5. **Expert Review**
   - In-house experts run in-depth reviews on more qualitative aspects of the tasks and the worker
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**

- 2009: $140.80
- 2010: $214.90 (52.5% growth)
- 2011: $375.70 (74.7% growth)

**Number of crowdsourcing workers in 2009-2011**

- 2009: 1.34 million
- 2010: 3.10 million (165% growth)
- 2011: 6.29 million (103% growth)
We are almost done.

- Any questions?
- Thank You!!!