What is Crowdsourcing?

“Crowdsourcing is the act of sourcing tasks traditionally performed by specific individuals to a group of people or community (crowd) through an open call.” - Wikipedia.org

Examples:
Umbrella of Crowdsourcing

Crowdsourcing
Getting a crowd of people to help you with a task that's typically performed by a single individual or group.

Can be divided into 4 groups:

Microtasks
Breaking a large project into tiny, well definable tasks for a crowd of workers to complete

Great for: Data validation, research, image tagging, translation

Major platforms: Mturk, Microtask.com, Clickworker, Lingotek

Macrotasks
Presenting a project to the crowd & asking them to get involved with the portions they’re knowledgeable in. Participants are empowered to determine the best course of action.

Great for: R&D, product innovation

Major Platforms: Quirky, Innocentive, Chaordix

Contests
Asking a crowd for work and only providing compensation to the chosen entries.

Great for: Logo design, business names

Major platforms: 99desings, crowdSPRING, Squadhelp

Crowdfunding
Asking a crowd to donate a defined amount of money for a specified cause, project, or other use within a predetermined timeframe. If your goal isn’t met, all donations are refunded

Great for: Project fundraising, disaster relief, artistic support, startups, market research

Major platforms: Kickstarter, crowdrise, SeedUps
Examples of Microtasks

- Classifying data, tagging images, transcribing audio, making recommendations, analyzing twitter feeds, translating languages, subtitling videos, making smart database queries, proofreading papers, classifying ads, generating sales leads, search for email addresses, filter spam...and more..
Organizations active in Microtasking and Philanthropy

- Amazon Mechanical Turk
- Samasource.org
- MobileWorks
- CloudFactory
Example of Macrotasking

Welcome to the NASA Tournament Lab

NASA, Harvard Business School, and TopCoder have established the NASA Tournament Lab (NTL), which will enable the TopCoder community to compete amongst each other to create the most innovative, most efficient, and most optimized solutions for specific, real-world challenges being faced by NASA researchers.

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The NTL provides an online virtual facility for NASA researchers with a computational or complex data processing challenge to post ideas for potential algorithmic or software development challenges. These ideas can then be discussed, refined, and voted upon by peers.
Examples of Crowdfunding

Kickstarter
A New Way To
Fund & Follow Creativity

RocketHub
Your Creative Launchpad
Welcome to your platform for grassroots crowdfunding.
Contests and Social Entrepreneurship competitions

Want to change the world?

Catalyze, support and connect student-led ventures to launch the next generation of social enterprise.

Enter the 2012 Competition
USA - Americas / EMEA Deadline January 25th!

About the Global Social Venture Competition
The Global Social Venture Competition (GSVC) is a student-run competition to launch the next generation of social enterprises. GSVC provides aspiring entrepreneurs with mentoring, exposure, and $50,000 in prizes to transform their ideas into businesses with real-world impact. The unique competition was founded at UC Berkeley Haas in 1999 and is run by students for
My research

- Exploring microwork opportunities through cybercafés.
- Understanding the situation in Kenya and India.
- Developing a channel connecting work-givers to work-doers.

http://dev2012.org/posters.html
Thank you!