Human-Computer Interaction

Crowdsourcing

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Today's Agenda

» Coronavirus Reminder

» Topic overview: *Crowdsourcing*

» Discussion

» Project Activity: *Q&A*

What is crowdsourcing?

Definition: Crowdsourcing is a sourcing model in which individuals or organizations obtain goods and services, including ideas and finances, from a large, relatively open and often rapidly-evolving group of internet users; it divides work between participants to achieve a cumulative result.[1]

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[1]Wikipedia

What are characteristics of crowdsourcing?

» Other people doing work for you

» Work is structure to facilitate efficiency and reaching expertise

  » Tasks can be outsourced at any scale—"Microtasks"

  » Workers can be found instantaneously, e.g., within seconds

  » Access to worker quality and expertise

Where does crowdsourcing come from?

Milestone 1. 13th century, Hugh of Saint-Cher, O.P., coordinated monks to index scripture.

Milestone 2. Longitude act of 1714 offered prize money toanyone who could determine the longitude of a ship to avoid accidents. Several examples of reward-based crowdwork follow.
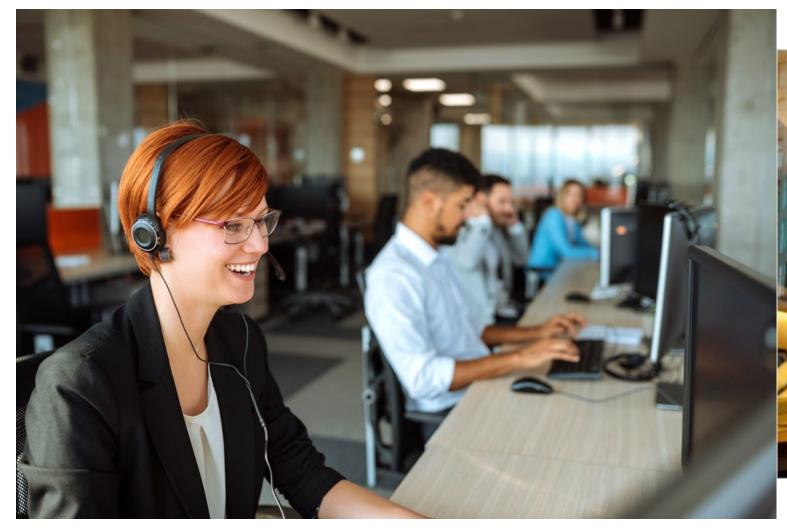
Milestone 3. In 1794, Gaspard de Prony devised microtasks of addition and substaction for 80 unemployed heirdressers to develop logarithmic and trigonometric tables.[2]

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[2] Andro, 2018, Digital libraries and crowdsourcing

How is crowdsourcing different from contract work?

Similar, but different:

» Contracting is handled by a 3rd party

» Contracting, tasking, and work happens instantaneously

» More competitive, lower-cost, instantaneous

Example Markets

Design, product development, datawork, reputation management, transportation, errands

» Online
  – Design — 99 Designs
  – Datawork — Amazon's Mechanical Turk; CrowdFlower
  – Reputation — Fiverr

» Local
  – Errands — TaskRabbit, Taskr
  – Taxi — Uber, Lyft

» Flash Teams
  – Product development — Quirky, OpenInnovation,

How 99designs works

Where is crowdsourcing going?

» Scaffold organizations that bring experts together to explore product/service ideas—"Flash teams"

   » E.g.: Quirky, OpenIdeo, Innocentive

Discussion Questions

» How is crowdsourcing different from CSCW?

» What are examples you have found?

» What do you think are technological implications?

» What do you think are organizational implications?

» What do you think are societal implications?

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