

MANAGE @CROWD WORKERS

IRMA BORST - CROWDOLOGIST



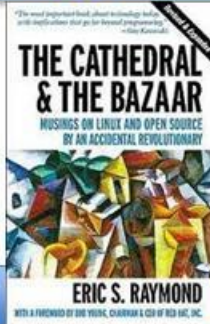
LOOKING FURTHER

CROWDOLOGY

Early 1990s



1997



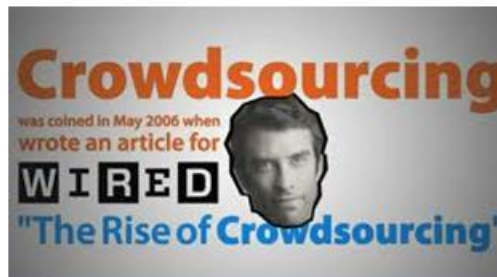
Open source movement

2000

2006

Crowdsourcing

propellerhead



2006

Crowdfunding

SELLABAND
YOU ARE THE RECORD COMPANY



massolution
CROWD POWERED BUSINESS

CROWDSOURCING DEFINED

The act of taking a task traditionally performed by an employee or contractor, and outsourcing it to an undefined, generally large group of people in the form of an open call via the internet

(Jeff Howe, 2006)

TYPES OF CROWDSOURCED ACTIVITIES



Co-creation /
user innovation



Viral marketing



Crowd intelligence



Folksonomy



User generated
content



Self service



Crowdfunding

BENEFITS

Extension of firm's resources:

- Knowledge
- Creativity
- Hands (many 'vain' resources)
- Trust
- Money
- Equipment

Time benefits (shorter time-to-market)

Cost savings

IMPACT OF WORKING WITH ONLINE VOLUNTEERS

- Effectiveness (quality)
- Efficiency (managing mass contributions)
- Provide necessary tooling
- Intellectual property rights
- Need for new business models

TOOLING - GOLDCORP



EFFECTIVENESS – JEECHTELEEF TIJD.NL

The screenshot displays the website interface for 'Je Echte Leeftijd'. At the top, a navigation bar includes links for Home, Op TV, Kom in actie, Over gezondheid, and Over Je Echte Leeftijd, along with a Log In button. The main header features the logo and a large area with a dotted background and faint numbers (46, 32, 51, 18, 67, 55, 41, 66, 45). Below this, a section titled 'Je Echte Leeftijd is' contains a large question mark and a 'Doe de test' button. A main heading reads 'Hoe goed ken jij jezelf? Je ontdekt het op Je Echte Leeftijd'. Two test cards are visible: 'Wat is jouw Echte Leeftijd?' with an image of a couple and a 'Doe de test' button, and 'Hoe vet is jouw dag?' with an image of fries and a 'Doe de test' button. A footer bar contains 'Meer tips en tests' and 'Werk jij bij het gezondste bedrijf van Nederland?'.

Home | Op TV | Kom in actie | Over gezondheid | Over Je Echte Leeftijd Log In

+ je echte leeftijd

46 32 51 18 67 55 41 66 45

Je Echte Leeftijd is
.....
?

Doe de test

Hoe goed ken jij jezelf? Je ontdekt het op Je Echte Leeftijd

Wat is jouw Echte Leeftijd?

Op basis van jouw leefpatroon bepaalt de Test jouw Echte Leeftijd.

Doe de test

Hoe vet is jouw dag?

Hoe vet is jouw dag?

Doe de test

Meer tips en tests | **Werk jij bij het gezondste bedrijf van Nederland?**

EFFECTIVENESS – INNOCENTIVE

The screenshot shows a web browser window with the URL <http://gw.innocentive.com/ar/challengePavilion?pavilionName=Global+Health>. The page features the InnoCentive logo with the tagline "WHERE THE WORLD INNOVATES" and navigation links for Register, Log In, Help BETA, and Contact Us. A sidebar on the left lists various categories: Products, Seekers, Solvers, Marketplace, Disciplines (including Business and Entrepreneurship, Chemistry, Computer Science and IT, Engineering and Design, Food Science, Life Sciences, Mathematics and Statistics, Physical Sciences, and Requests for Partners/Suppliers), Pavilions (including SAP Innovation & Technology, The Rockefeller Foundation, Clean Tech and Renewable Energy, Global Health, and Public Policy and Citizens in Action), FAQ, My InnoCentive, Refer-A-Friend, Blog, and News and Events.

The main content area features a banner image of a group of people in a community setting, with the text "Global Health" overlaid. Below the banner, a "Featured Challenge" is highlighted in a yellow box:

- Featured Challenge:**
- Low-cost Rainwater Storage System**
- Challenge Reward: **\$15,000 USD**
- Challenge Type: **Theoretical-licensing**
- INNOCENTIVE **7497318**

The challenge description states: "EnterpriseWorks/VITA (EWW), is seeking design ideas for a low-cost rain water storage system that can be installed in households in developing countries. The solution is expected to facilitate access to clean water at a household level, addressing a problem that affects millions of people worldwide who are living in impoverished communities or rural areas where access to clean water is limited. Domestic rain water harvesting is a proven technology that can be a valuable option for accessing and storing water year round. However, the high cost of available rain water storage systems makes them well beyond the reach of low-income families to install in their homes. A solution to this problem would not only provide convenient and affordable access to scarce water resources, but would also allow families, particularly the women and children that are usually tasked with water collection, to spend less time walking distances to collect water and more time on activities that can bring in income and improve the quality of life. [Read More](#)"

Additional details for the challenge include:

- DEADLINE: Jan 12, 2009
- 822 Project Rooms
- Challenge Posted: Oct 30, 2008

At the bottom of the challenge listing, there are sorting options: "Sort By: Deadline" and "List By: Descending", along with a "Summary View" button.

IPR – CREATIVE COMMONS



 **creative
commons**

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Breaking news_

th SellaBand Webcast will start on Thu

Top Artists on SellaBand_



maitreya



Mandyleigh Storm



Vegas Dragons

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SellaBand part 1 & 2...

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Income for Res

NEW BUSINESS MODEL – THE GUARDIAN



theguardian



**MANAGING QUANTITY AND QUALITY OF
CONTRIBUTIONS CROWDWORKERS**

SELECT RIGHT CROWDWORKERS' TYPE

1. Paid, competitive

2. Unpaid, competitive

Multiple and diverse contributions

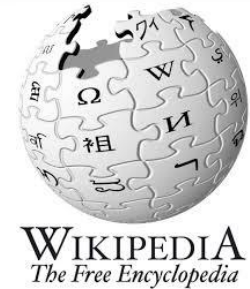
4. Paid, collaborative

3. Unpaid, collaborative

Contributions requiring co-production or knowledge sharing

1. UNPAID & PAID CROWD MOTIVATIONS

No evidence of effects social motivations



Optimal performers:

- > mainly intrinsic motivated people in absence of financial rewards

Still rewards make sense since extrinsic motivated people are more numerous

- > Through reward criteria, a firm can better indicate which performance is preferred

Financial rewards appear to be more effective than status rewards

- > Although status rewards become more powerful when community is more mature

SIZE OF REWARD

Crowdsourcing classification	Type of activity	Financial reward?
Free sourcing	Small – no specific expertise required	No
Gift sourcing	Small – no specific expertise required	Small
Expert sourcing	Big – specific expertise required	Large
Game sourcing	Big – specific expertise required	Extreme

OTHER CROWD MECHANISMS

- Activating the crowd: From strong and weak ties to latent ties
- Professionalisation of online volunteers
- Modularity
- Numerous eye principle
- Market validation
- Hearing versus bystander effects
- Impact on organizations

Frankwatching.nl:

- Doctor crowdsourcing
- Crowdsourcing en de onmacht van het getal
- Crowdfunding voor startups, cultuur & onderzoek

Crowdfunding: meer dan geld

In: De kracht van platformen

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