

The rise of Crowdsourcing

- (1) The professional – As the author explained, in the years 2000 a photographer was able to make a lot of money selling pictures. This was possible because the equipment to take pictures with good quality was very expensive. As time went on, this equipment became cheaper, which meant more people could get into photography and good quality pictures became a less scarce product.
- (2) The packager – This type of crowdsourcing consists of taking content made by the crowd that was given/uploaded to someone/somewhere. The end goal being to broadcast cheap and popular content. Making a TV show more affordable to create, that at the same time broadcasts the most popular content. Myself I know of a show, Ridiculousness, that basically takes videos given by the shows viewers, and broadcasts it on TV.
- (3) The tinkerer – This is where a company posts difficult problems on specific website, and let the crowd take a crack at it, they incentivise the crowd by handing out a cash prize to the person that solves the problem. This is also seen in the computer science world, for example with computer security, as companies give cash to people who find security related problems in their networks/systems.
- (4) The masses – This is exactly what we saw with Zooniverse, where people come to the website to perform tasks that computers can't yet perform. These jobs can be compensated by money, but only a small some due to the fact that the task is very fast and simple. However, as humans perform these tasks, for example classification of images, this data will help in the development of AI that will eventually be able to take over and perform these classifications autonomously.

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