Crowdsourcing and the Evolution of Project Development

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Stieger, D., Matzler, K., Chatterjee, S., & Ladstaetter-Fussenegger, F. (2012). Democratizing strategy: How crowdsourcing can be used for strategy dialogues. *California Management Review*, *54*(4), 44-68. doi:10.1525/cmr.2012.54.4.44 Retrieved from EBSCOhost.

This article covers the fundamental concepts of crowdsourcing. Stieger, Matzler, Chatterjee and Ladstaetter-Fussenegger take a chronological approach to convey these concepts. They begin the article by describing what crowdsourcing is. Crowdsourcing is the act of a company using groups of people who are not their traditional developers to create a project. These groups can be either internal or external to the company. They next talk about the history of crowdsourcing, the main purpose of crowdsourcing, the requirements to make it successful, and finally they draw their conclusions based on a real world example of an internal crowdsourcing project. By doing this, the authors not only help the reader understand the elements needed to make a successful crowdsourcing project, but they also show how the theory and the reality can be quite different. The article is fairly long but it is not overly technical and does cover the material in an efficient manner. This article is an extremely good starting point for anyone who is doing research on crowdsourcing or even those simply interested in the subject.

Melnik, T. (2012). Need an App? Crowdsource! *Journal Of Health Care Compliance*, *14*(1), 53-56. Retrieved from EBSCOhost.

Melnik is an associate with the Dickinson Wright law firm and sits on the Michigan Bar Information Technology Law Council. She discusses the benefits, rules, and a few best practises that should be followed by a company looking into crowdsourcing when designing their mobile applications. The article begins with Melnik briefly discussing the growth of mobile applications and some of the institutions who regularly use crowdsourcing to create them. As an example she describes how the Office of the National Coordinator (United States of America) turned to crowdsourcing to help solve numerous health care problems that were affecting the health care system. She next discusses the rules that should be used as they relate to both Canada and the United States. These rules included: Eligibility Criteria, Sponsor, Contest Dates, How to Enter, Prizes and Odds of winning, and finally the Selection of Winners. Melnik points out that if the contest is open to residents of Québec, Canada, then the official rules must also be in French and any requirements of the Régie des alcools (gaming body of Québec) must be met. Additionally if the prize is over $2,000, then a duty or fee may have to be paid with the registration application. While the article is intended as more of a “how to” from a businesses' standpoint, it does provide some good information on the potential legal issues with a crowdsourcing project. The article uses very little technical jargon, and, like the previous article, it is suited to anyone with either a serious or casual interest in crowdsourcing.

Poetz, M. K., & Schreier, M. (2012). The value of crowdsourcing: Can users really compete with professionals in generating new product ideas? *Journal of Product Innovation Management*, *29*(2), 245-256. doi:10.1111/j.1540-5885.2011.00893.x Retrieved from EBSCOhost.

This is a case study that tries to answer the question: Can users compete with professionals for product development? Poetz and Schreier start to answer this question by first looking at examples from other articles that support one side of the argument or the other. These examples show that greater innovation may come from sources either inside or outside of a company. The article then goes onto the case study of the company Bamed/MAM who produces baby food. Bamed/MAM used both internal and external sources, in parallel, to find a way to make feeding babies mash and solid food more convenient for both the babies and their parents. The study used a number of metrics to compare the results from both groups. The authors compared and analyzed the results based on the metrics and drew conclusions that answered the question that was being asked. Being a case study the article was fairly technical and generally not suited to casual reading. Also, while the case study dealt with baby food, the metrics used and conclusions drawn could easily apply to any field of study.