Work Token

Primary Research

Crowdsourcing

INTERACTIONS, SIDES & NETWORK EFFECT IN CROWD-SOURCING PLATFORM
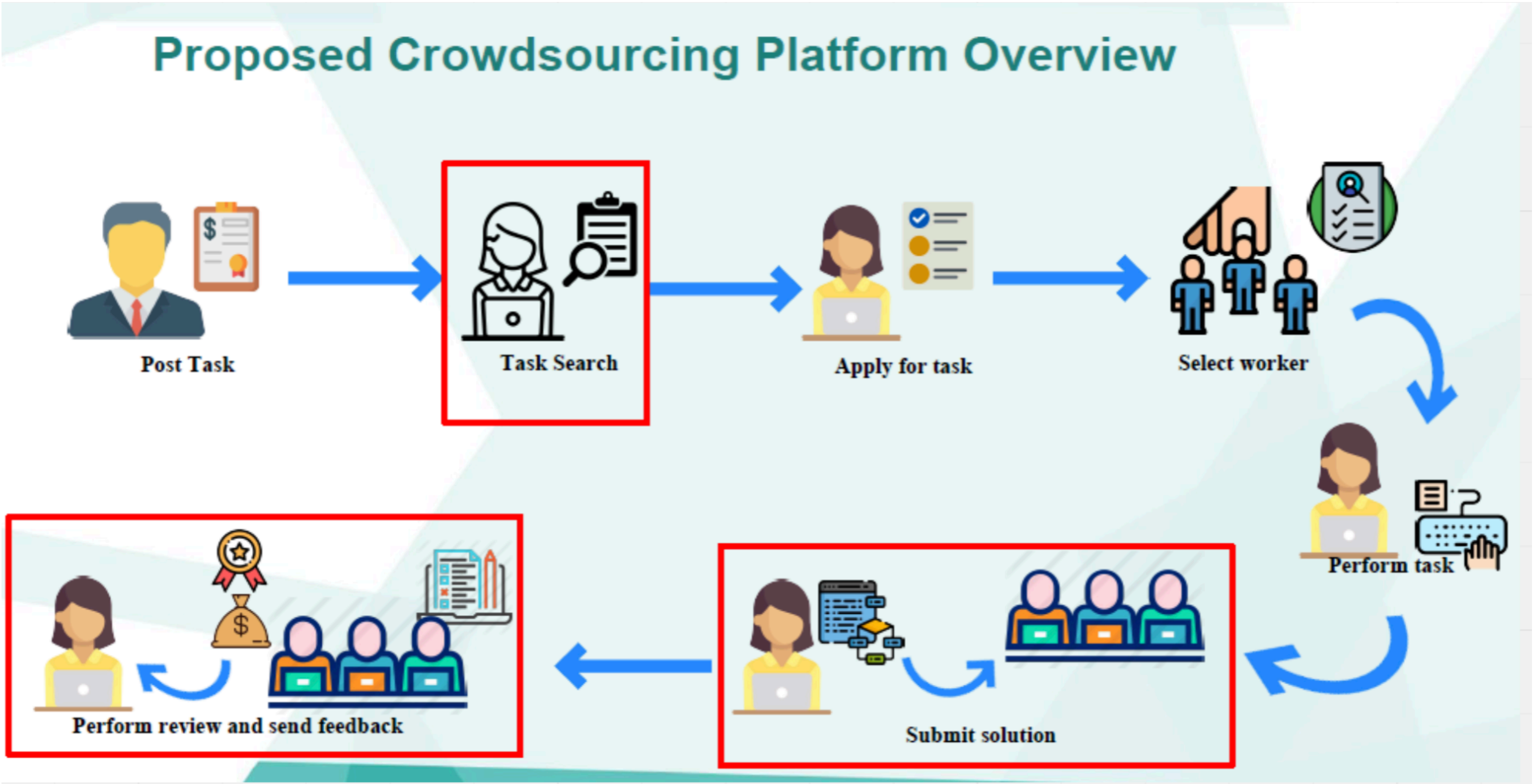
Rewards & Recognition

EMPLOYEE ENGAGEMENT BEST PRACTICES

Blockchain based employee recognition platforms

Blockchain based crowdsourcing platforms

Crowdsourcing

INTERACTIONS, SIDES &
NETWORK EFFECT IN CROWD-
SOURCING PLATFORM

Proposed Crowdsourcing Platform Overview

Post Task → Task Search → Apply for task → Select worker → Perform task → Submit solution → Perform review and send feedback

Crowdsourcing

Four Archetypes of Crowdsourcing Information Systems

Current typology aims to sufficiently cover the specified meta-characteristic – i.e., how a crowdsourcing information system makes use of crowd contributions to achieve its organisational function – by differentiating two fundamental dimensions: (i) whether a system seeks homogeneous or heterogeneous contributions from the crowd and (ii) whether it seeks an emergent or a non-emergent value from these contributions.

(i) A system that seeks homogeneous contributions values all (valid) contributions equally. Homogeneous contributions that comply with the predefined specifications are seen as qualitatively identical; the system is geared to mere quantitative processing. In contrast, a system that seeks heterogeneous contributions values these contributions differently according to their individual qualities. Heterogeneous contributions are seen as alternatives or complements and are processed accordingly. This dimension is inspired by the notion of heterogeneous components (or components perceived as such), which is studied in various systems (Heinrich et al. 2011 p. 16). A particular focus on heterogeneity can be found, e.g., in the context of distributed computer systems (Maheswaran et al. 1999) or agent models in economic systems (Hommes 2006).

(ii) A system that seeks a non-emergent value from its contributions derives this value directly from all or some of the individual contributions in isolation. In such systems, an individual contribution delivers a fixed value, which is independent of other contributions. A system that seeks an emergent value from its contributions, however, can only derive this value from the entirety of contributions and the relationships between them. An individual contribution therefore only delivers value as part of the collection of contributions as a whole. Emergence is a philosophical concept that is, among others, central to systems theory to denote properties of a system that are not possessed by its isolated components but rather depend on the relationships among them in a composition (Bunge 2003 p. 12ff.; Checkland 1988 p. 243; Heinrich et al. 2011 p. 15; Weber 1997 p. 37).
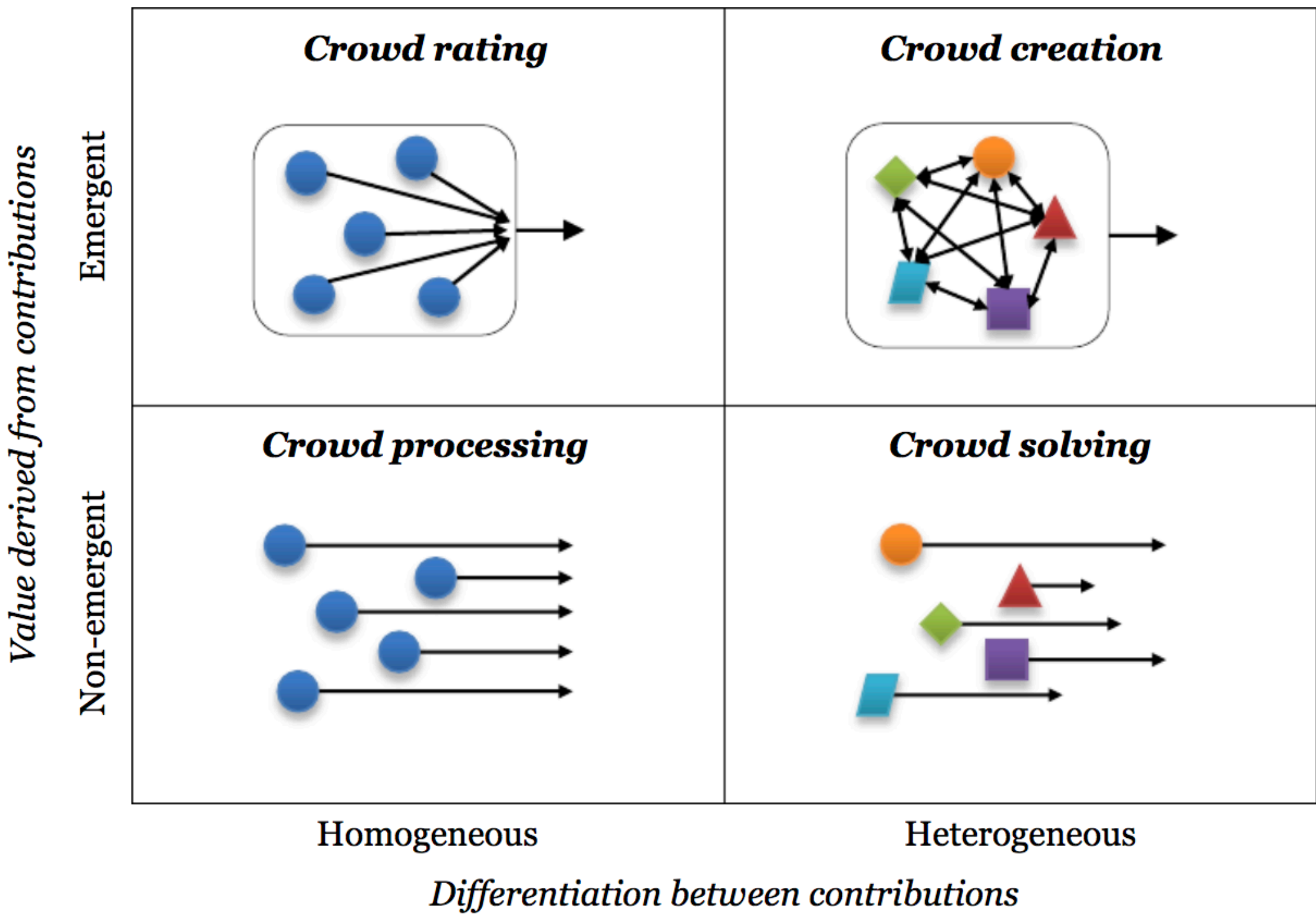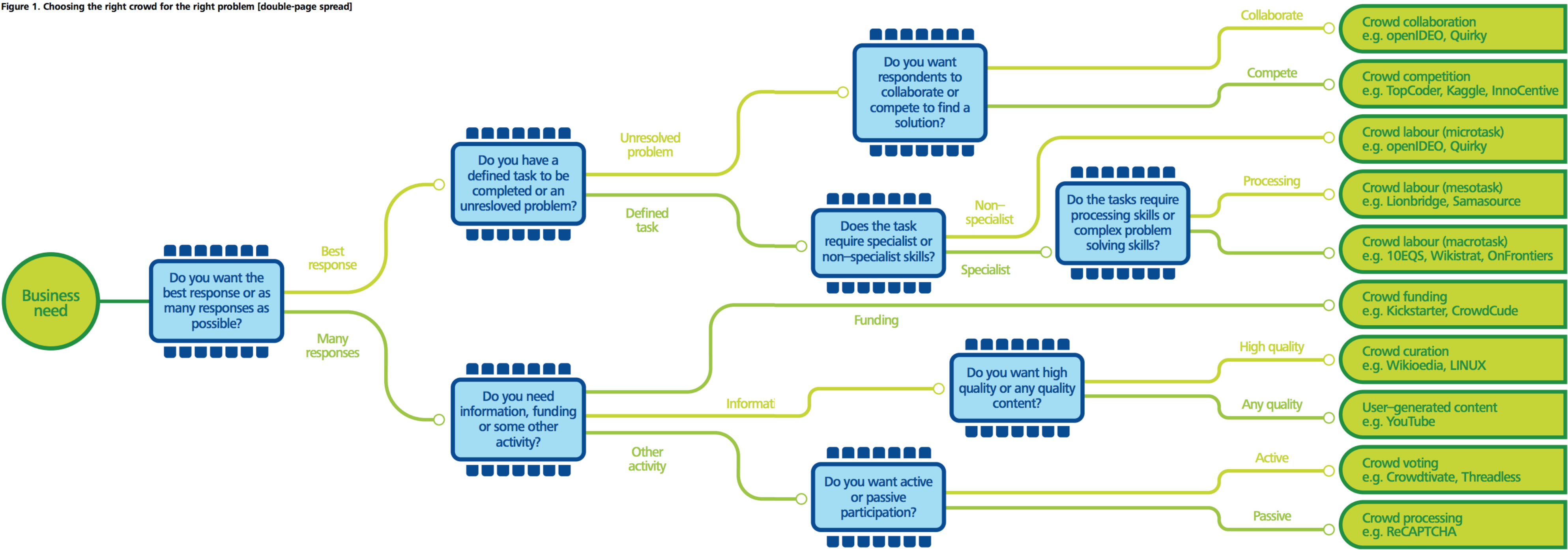

Figure 1. Four Types of Crowdsourcing Information Systems

Classification of crowd enabled platforms

Figure 1. Choosing the right crowd for the right problem [double-page spread]

Business need

Do you want the best response or as many responses as possible?

- **Best response**
  - Do you have a defined task to be completed or an unresolved problem?
    - **Unresolved problem** → Do you want respondents to collaborate or compete to find a solution?
      - **Collaborate** → Crowd collaboration e.g. openIDEO, Quirky
      - **Compete** → Crowd competition e.g. TopCoder, Kaggle, InnoCentive
    - **Defined task** → Does the task require specialist or non–specialist skills?
      - **Non–specialist** → Crowd labour (microtask) e.g. openIDEO, Quirky
      - **Specialist** → Do the tasks require processing skills or complex problem solving skills?
        - **Processing** → Crowd labour (mesotask) e.g. Lionbridge, Samasource
        - Crowd labour (macrotask) e.g. 10EQS, Wikistrat, OnFrontiers
- **Many responses**
  - Do you need information, funding or some other activity?
    - **Funding** → Crowd funding e.g. Kickstarter, CrowdCude
    - **Information** → Do you want high quality or any quality content?
      - **High quality** → Crowd curation e.g. Wikioedia, LINUX
      - **Any quality** → User–generated content e.g. YouTube
    - **Other activity** → Do you want active or passive participation?
      - **Active** → Crowd voting e.g. Crowdtivate, Threadless
      - **Passive** → Crowd processing e.g. ReCAPTCHA

Blockchain and Crowdsourcing

Blockchain technology addresses efficiently the weaknesses of crowdsourcing systems, this way boosting their attractiveness to solve several problems and widening their application potential. A blockchain database retains the complete, indelible and immutable history of all transactions, assets, and instructions executed since the very first one. With this, blockchain allows participating parties—and only those parties—to share accessible, transparent, and trusted information. The main characteristics to remember are: a) decentralised and distributed ledger storage and integrity, b) the ledger is irreversible and immutable, c) its operation is near real time (i.e. transactions verified and settled in minutes vs. days) and in any case satisfies the speed requirements of crowdsourcing which are significantly looser than those of the financial sector initially targeted by blockchain and d) it respects privacy (no personal data need to be registered). Users are identified by digital identities (exactly as credit cards) and only when physical world personal data are linked to those digital identities, is the linkage in place. Adopting blockchain technology, the ledger of all transactions can be kept in a set of nodes (belonging either to workers or to requesters) obviating the need for a central authority/entity. The node resources are thus contributed by the peers that benefit from the platform and a small reward is granted to them. Such a system is proposed in [11], where a distributed system (entitled CrowdBC) is organised into three layers: the application layer, the blockchain layer and the storage layer. The blockchain layer is where the attributes of a transaction are kept (i.e. the ledger) while the storage layer includes the details and the content of the work produced by the workers. The application layer implements the business logic which, in the considered use case, is the user manager, the task manager and the program compiler. An important element of the CrowdBC is the use of smart contracts which follow the concept of smart contracts defined in Ethereum, [12]. The smart contract [13] is a self-executing digital contract in a secure environment with no intervention, which is verified through network peers. In crowdsourcing systems, a smart contract can be used by the system to describe the request-worker relationship (where the task ID, the task owner, the relevant deposit and task status are kept). With respect to crowdsourcing, targeting information collection for different purposes ranging from facts (as e.g. Waze Carpool), opinions on events, products and solutions to collection of pieces of evidence and verdicts, blockchain makes possible the involvement of a larger number of people, which increases the quality of the data and thus of the offered service. Blockchain has been proposed for judgement produce to increase the quality of justice in [14]. Blockchain technology is also leveraged to improve other crowd-sourcing cases, like crowdfunding. Equity crowdfunding is considered a new channel of raising money for start-ups encouraging innovation and the adoption of blockchain based solutions has important advantages as reported in [5].

Case Study
WeMark

Rewards & Recognition

EMPLOYEE ENGAGEMENT BEST
PRACTICES

Rewards are tangible, whereas Recognition is priceless

Rewards have economical values, whereas Recognition has emotional value.

Disengaged employees have:

37% | 18% | 15%

37% HIGHER ABSENTEEISM | 18% LOWER PRODUCTIVITY | 15% LESS PROFITABILITY

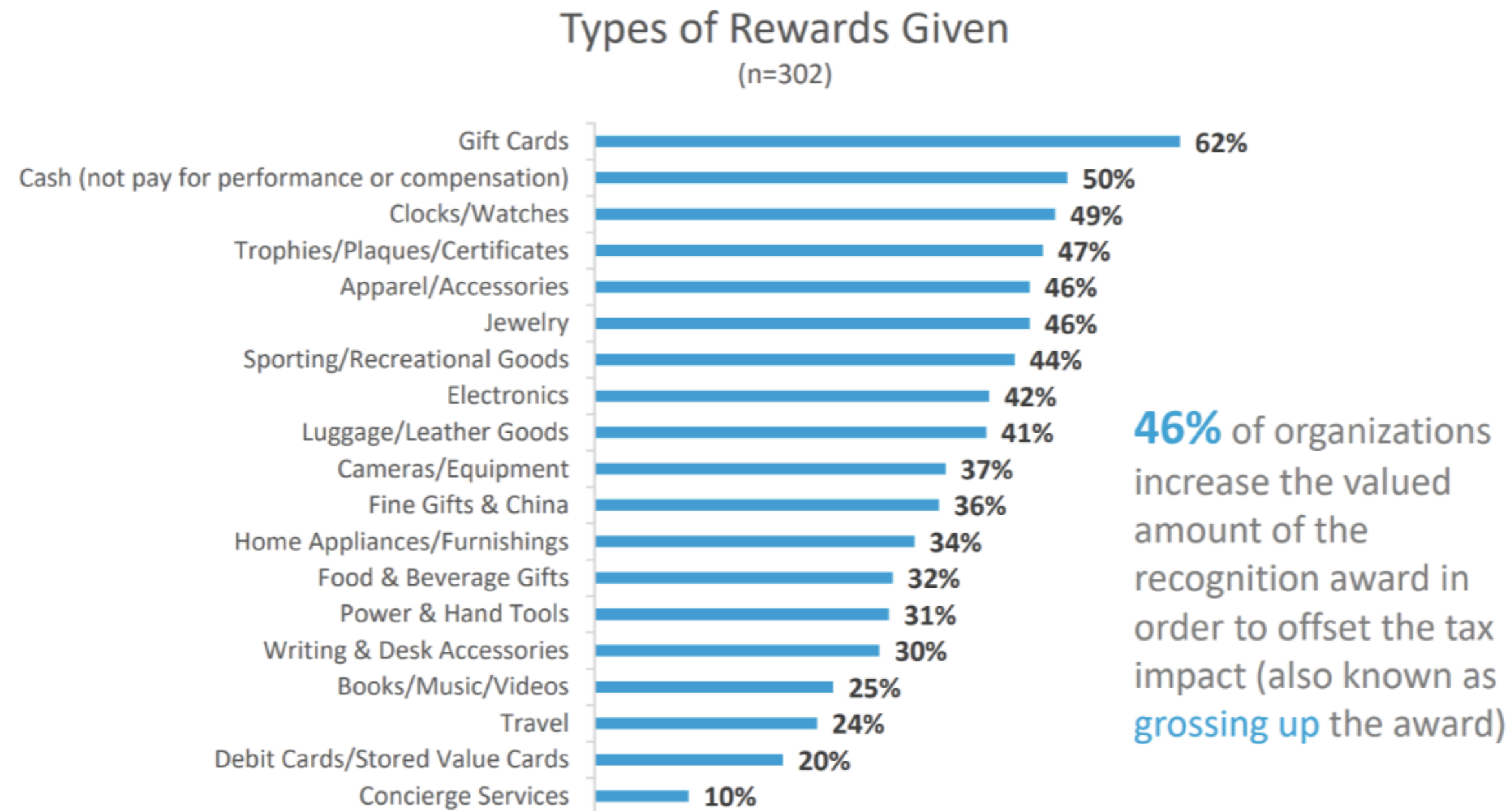What's causing so many employees to become disengaged in the first place?

The answer varies depending on the person, but most disengagement occurs when employees:

• Feel their work lacks purpose

• Believe they are working in a thankless job

• Are disconnected with a company's mission or values

• Find themselves stuck in the same daily routine with no opportunities for growth.

• Give employees meaningful options

Steps to strategise a meaningful R& R program

1. Give employees meaningful options

2. Make your program trackable

3. Tie rewards to real-time recognition

4. Incorporate team rewards

5. Let employees reward each other

Gift cards are most common, followed by cash. Nearly half of organizations gross up rewards to offset taxes.

Types of Rewards Given
(n=302)

Type	Percent
Gift Cards	62%
Cash (not pay for performance or compensation)	50%
Clocks/Watches	49%
Trophies/Plaques/Certificates	47%
Apparel/Accessories	46%
Jewelry	46%
Sporting/Recreational Goods	44%
Electronics	42%
Luggage/Leather Goods	41%
Cameras/Equipment	37%
Fine Gifts & China	36%
Home Appliances/Furnishings	34%
Food & Beverage Gifts	32%
Power & Hand Tools	31%
Writing & Desk Accessories	30%
Books/Music/Videos	25%
Travel	24%
Debit Cards/Stored Value Cards	20%
Concierge Services	10%

46% of organizations increase the valued amount of the recognition award in order to offset the tax impact (also known as grossing up the award)

WorldatWork
Total Rewards Association

Maritz MOTIVATION

Employee Recognition Tips

1.Timely :
2.Easy to access
3.Easy to use
4.Based on Values
5.Exceptional Behaviours
6.Incorporate all types
7.Accessible to everyone
8.Have a result
9.Gain insights
10.Automatic
11.Intrinsic Motivation
12.Leadership Buy-in
13.Start small, think big
14.

Blockchain based employee recognition platforms

Paypal

Key Features

Fidelity

Perfectial