

INFO5992 Introduction to IT innovation

Tutorial 05

Crowdsourcing

Pre-reading 1: “Pre-Reading_1-Enterprise_Crowdsourcing_and_the_growing_fragmentation_of_work.pdf”

Recommended reading sections:

- Introduction: pages 2-3
- Using the crowd in enterprise pages 9-12

Pre-reading 2: “Pre-Reading_2_Why_Crowdsourcing_Fails.pdf”

Recommended reading sections:

- Abstract
- Discussion

Some crowdsourcing examples:

Read the descriptions provided via the links. Briefly describe their crowdsourcing tasks and goals in your own words.

- Amazon Mechanical Turk: “Crowdsourcing_Example_1_Amazon_Mechanical_Turk.pdf”
- Kaggle: “Crowdsourcing_Example_2_Kaggle.pdf”
- iStockPhoto: <https://www.istockphoto.com/>
- Comma ai: “Crowdsourcing_Example_3_Comma ai.pdf”

Types of crowdsourcing

Recall from class that crowdsourcing can be classified into 4 different types:

- Knowledge discovery and management
- Broadcast search
- Peer-Vetted Creative Production
- Distributed Human Intelligence Tasking

For the examples in previous section, try to determine which types of crowdsourcing they are.

Challenge of crowdsourcing

A major challenge of adopting crowdsourcing in a business is the **management of crowd contributors**. Discuss how do the businesses in the examples manage their crowd contributors to make sure that the tasks are completed correctly.