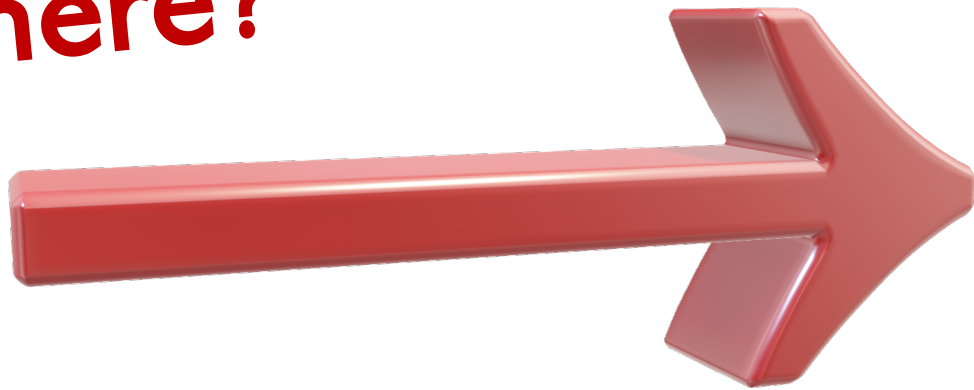




Crowdsourcing

What do you see
here?



PepsiCo has solicited input from customers on new potato chip flavors for their Lay's brand.

Their first 'Do Us a Flavor' campaign was launched in 2012 in response to the brand's declining market share amongst millennials.

Over 14 million submissions were received, from which 'Cheesy Garlic Bread' was chosen as the winner.

The new flavor contributed to an 8% increase in sales in the three months following its launch.



Go to **wooclap.com** and use the code **HIIFPI**



What is crowdsourcing? What are its characteristics?



Customers share their opinions for find a new idea for the company



Productive



Union



People give their preferences to find a good idea for the company



A way to identify the market gaps, asking the market itself



Participation



It makes the brand look “smarter” and “younger”



Click on the projected screen to start the question



Crowdsourcing



«Crowdsourcing represents the act of a company or institution **taking a function once performed by employees and outsourcing it to an undefined** (and generally large) network of people in the form of an open call.»



Allows for **large-scale** and **on-demand** invocation of human input for data-gathering and analysis.



!! Different from outsourcing-> organizations rent functions from a specific outsourcing company.



Geoff Howe, of Wired Magazine, who coined the term Crowdsourcing

Crowdsourcing



<https://youtu.be/-38uPkyH9vI>

Why crowdsource?

- ☐ Add content
- ☐ Add value
- ☐ Analyse large data sets
- ☐ Open-up discussion
- ☐ Educate
- ☐ Create or widen networks
- ☐ Encourage participation
- ☐ Transform access to resources
- ☐ Enable new research questions





Crowdsourcing

- Crowdsourcing constitutes an innovative pattern for enhancing collaborative works based on challenges **open to professionals and amateurs willing to contribute** to a specific task launched through a web platform or a specific company website (Howe, 2006, 2008; Jeppesen & Lakhani, 2010).

What do we need?

- ✓ The crowd
- ✓ The crowdsourcer
- ✓ The crowdsourced task
- ✓ The crowdsourcing platform





Which two of these depend on crowdsourcing the most?



Fashion/apparel



Healthcare



FMCG (fast moving consumer goods)



Finance/insurance



Automotive



Media/entertainment



Technology



Industry/energy



Restaurant/hotel



Which two of these depend on crowdsourcing the most?



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☐ Technology

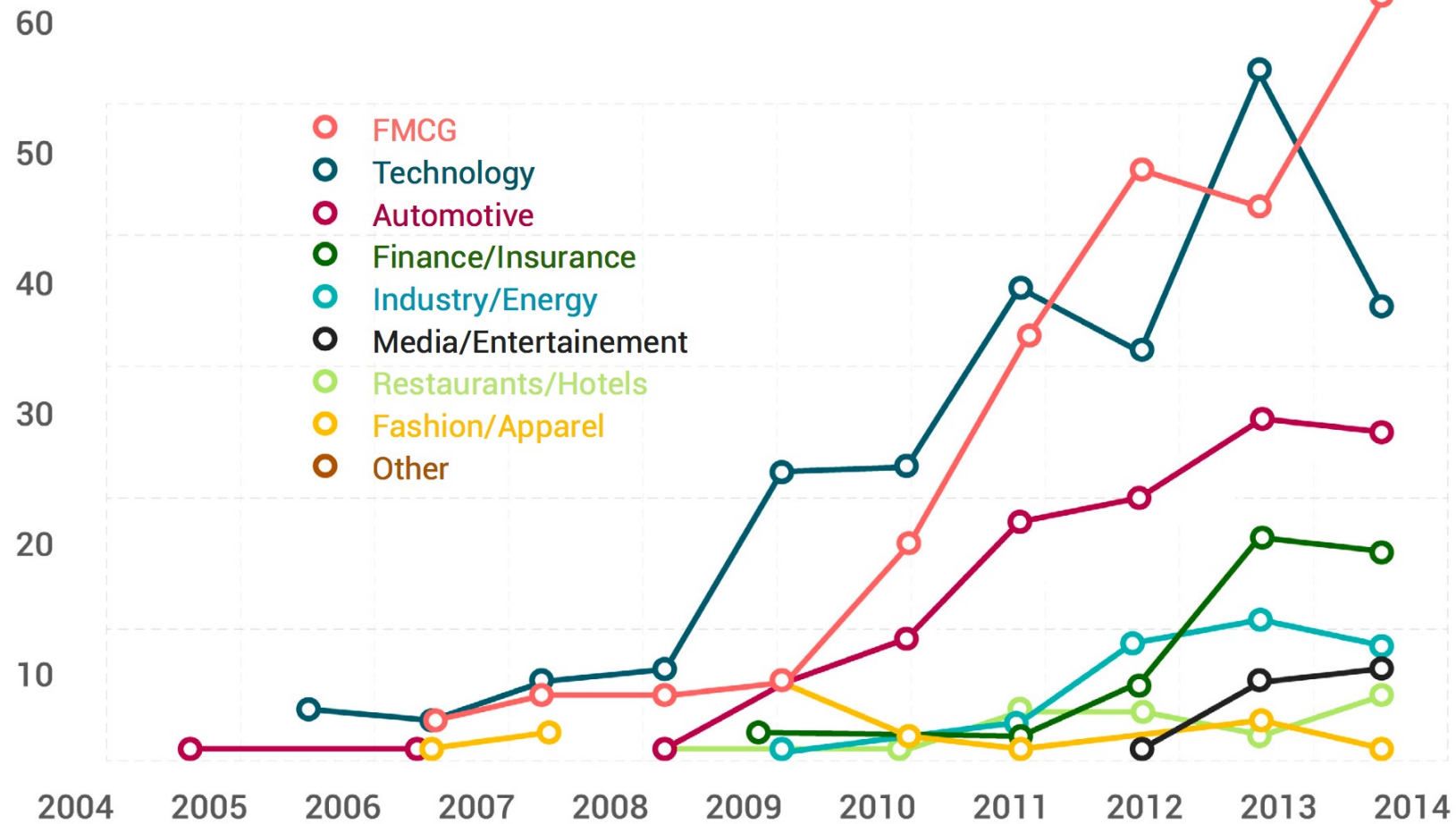


☐ Industry/energy



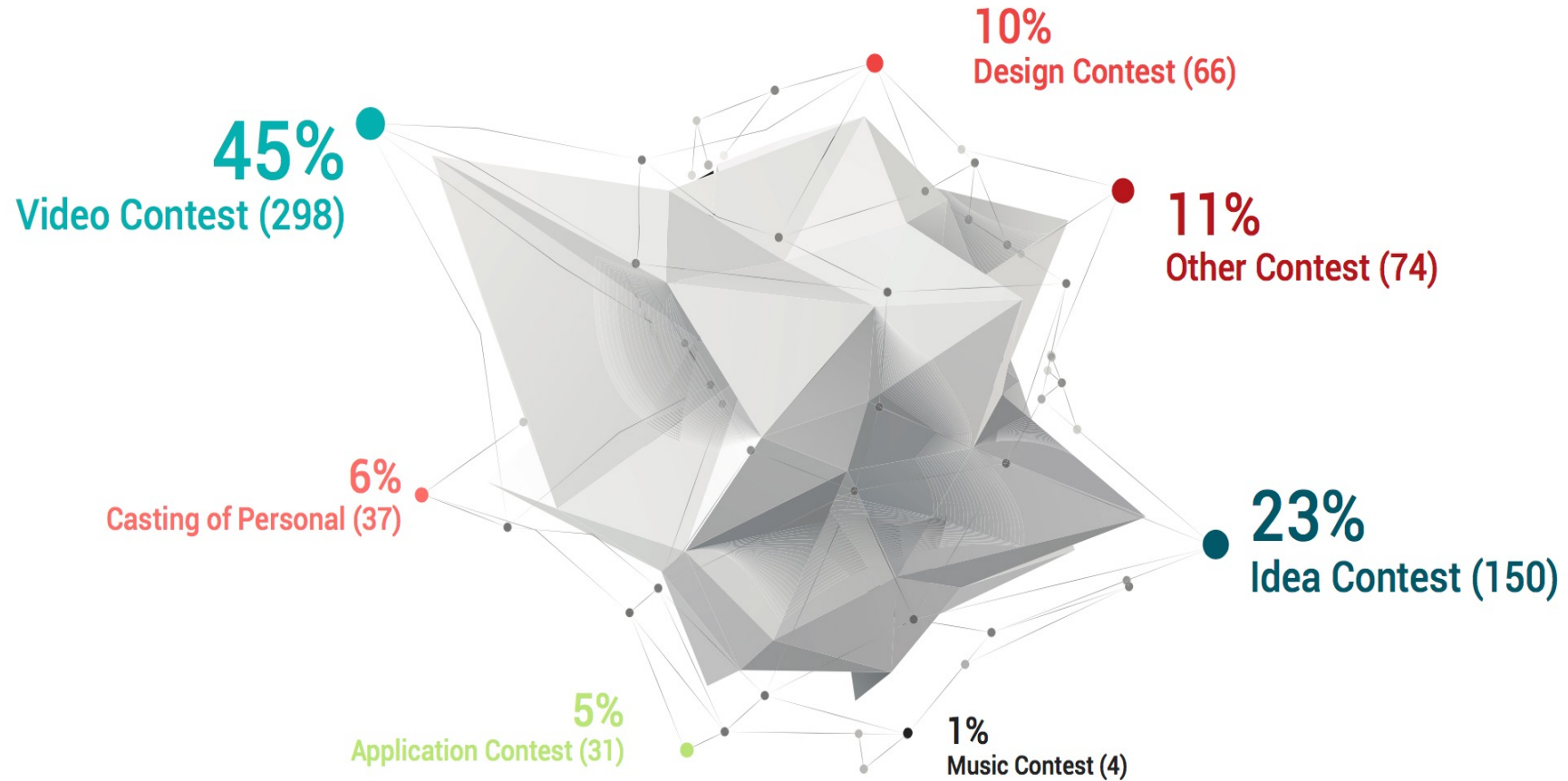
☐ Restaurant/hotel

Best Global Brands using crowdsourcing



Source: Roth 2015

Type of contests



Source: Roth 2015

“To answer the most vexing innovation and research questions, crowds are becoming the partner of choice.”

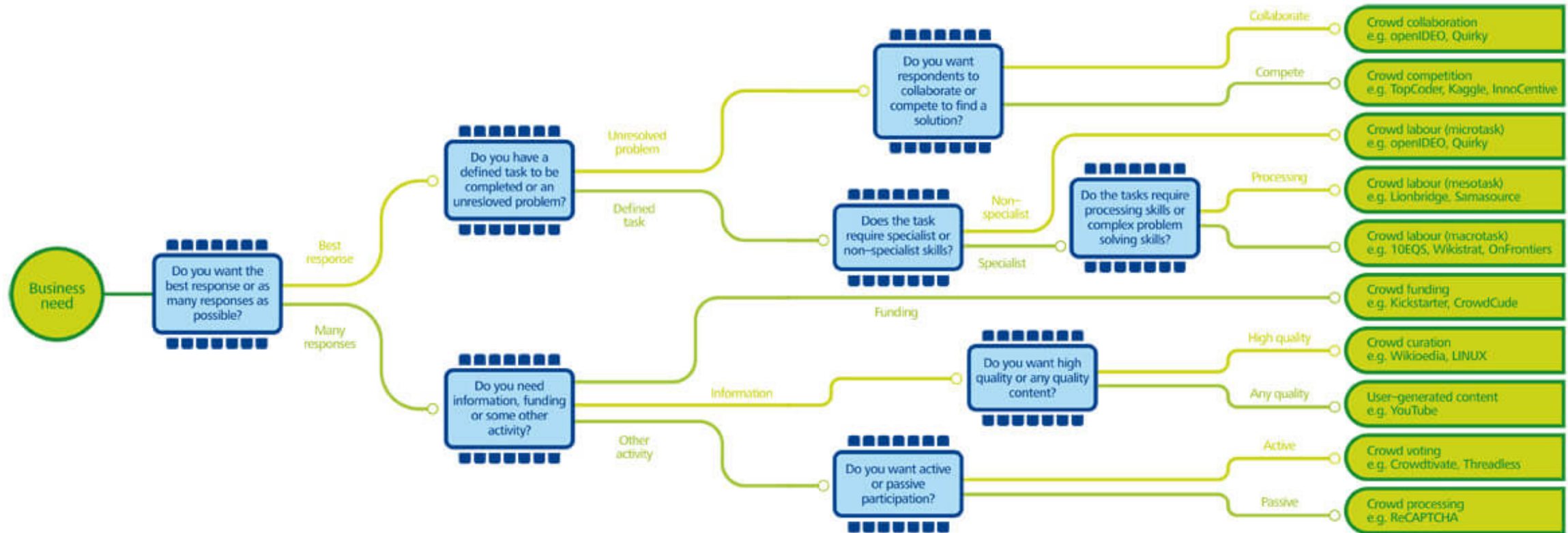
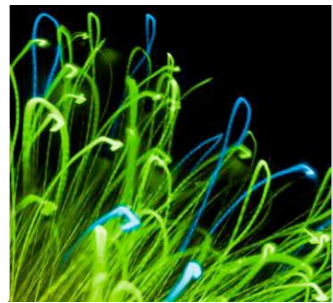
Kevin Boudreau, Karim Lakhani ¹



Crowdsourcing: Choosing the right crowd for the right problem

Deloitte.

The three billion
Enterprise crowdsourcing
and the growing
fragmentation of work



Enterprise crowd platforms

More and more companies and public sector organizations are now **ditching traditional innovation processes** and are, instead, working with **enterprise-scale platforms to reach broader crowds** capable of generating answers and executing tasks faster and more cost-effectively than their own employees.

<i>Crowdsourcing model</i>	<i>Good for</i>	<i>Not so good for</i>	<i>Examples</i>
<i>Crowd collaboration</i>	<ul style="list-style-type: none"> • Tasks requiring the aggregate 'wisdom of the crowd' • Generating outside ideas 	<ul style="list-style-type: none"> • Promoting individual capabilities or expertise • Predetermined outcomes 	<ul style="list-style-type: none"> • 99Designs • X Prize • Quirky
<i>Crowd competition</i>	<ul style="list-style-type: none"> • Creating actionable solutions • Developing prototypes • Building a sense of community • Generating outside ideas • 'Gamification' 	<ul style="list-style-type: none"> • Predetermined outcomes 	<ul style="list-style-type: none"> • TopCoder • Kaggle • InnoCentive • Applause
<i>Crowd labour (microtasks)</i>	<ul style="list-style-type: none"> • Well-defined, everyday tasks for individuals that require general skills only • On-site manual work, such as store restocking, furniture assembly and cleaning • Large crowds • When you don't want to hire permanent employees or contractors • Real-time market intelligence or data gathering 	<ul style="list-style-type: none"> • Poorly defined, unstructured or non-routine activities • Tasks requiring subjective judgement • Tasks requiring specialist or higher-level cognitive skills 	<ul style="list-style-type: none"> • TaskRabbit • Amazon's Mechanical Turk • Streetbees • Gigwalk • Samasource
<i>Crowd labour (mesotasks)</i>	<ul style="list-style-type: none"> • Well-defined tasks that require specialist processing skills • Routine but time-consuming activities, such as data entry • When you don't want to hire permanent employees or contractors 	<ul style="list-style-type: none"> • Poorly defined, unstructured or non-routine activities • Tasks requiring subjective judgement or specialist skills 	<ul style="list-style-type: none"> • Lionbridge • CrowdFlower
<i>Crowd labour (macrotasks)</i>	<ul style="list-style-type: none"> • Poorly defined or unstructured tasks or problems, such as strategy development, research or consulting • Tasks requiring subjective judgement or specialist skills • When you don't want to hire permanent employees or contractors 	<ul style="list-style-type: none"> • Routine tasks and activities 	<ul style="list-style-type: none"> • 10EQS • Wikistrat • OnFrontiers • Applause
<i>Crowdfunding</i>	<ul style="list-style-type: none"> • Fundraising • Start-ups • High transparency 	<ul style="list-style-type: none"> • Financing ongoing operations • Loosely structured initiatives • High short-term expectations 	<ul style="list-style-type: none"> • Kickstarter • CrowdCube
<i>Crowd curation</i>	<ul style="list-style-type: none"> • Building and sharing knowledge 	<ul style="list-style-type: none"> • Solving defined problems 	<ul style="list-style-type: none"> • Wikipedia • TripAdvisor
<i>User-generated content</i>	<ul style="list-style-type: none"> • Building large content repositories 	<ul style="list-style-type: none"> • Ensuring the best possible quality of content 	<ul style="list-style-type: none"> • YouTube • iStockphoto

Eyeka



- Founded in Paris in 2006, leverages a community of more than 400,000 creators
- P&G, Unilever, Coca-Cola and Nestlé among the leading clients

Today's challenge

“Challenges ask great questions. How can we do something better? Open innovation is about asking to do more with less, to do things better and faster and to get a great diversity of insight.”

Matt Chapman ⁷³

Eyeka

- 30 minutes activity
- Be in a group of 5-6 people
- 5 minutes - Let's have a look at Eyeka's contests here:
<https://www.eyeka.com/contests>
- Browse the contests and pick up 1 contest per group – post it on Padlet
- 15 minutes - Have a deep look and understanding of how it works
- 10 minutes - Underline the advantages and disadvantages of relying on contests for open innovation and write them on Padlet



https://unipd.padlet.org/elisasabbadin3/_emi2023-24-crowdsourcing-contests-b8sezfhrtfbcfet5