



A Methodological Framework for Crowdsourcing in Research

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Organization of this Presentation

1. Goal of this Presentation
2. Introduction of Methodological Framework for Successful Implementation of Crowdsourcing
3. Case Studies
4. Conclusions

Definition of Crowdsourcing

- The term ‘crowdsourcing’ originated in a Wired Magazine article by Jeff Howe from 2006.
- Steve King described it as “tapping into the collective intelligence of the public to complete a task.” (King 2009)
- Characteristics of crowdsourcing (Estellés-Arolas and González-Ladrón-de-Guevara, 2012):
 - Voluntary, participative online activity
 - Tasks can be of variable complexity and modularity
 - Mutually beneficial to the crowd and the researchers

Applications of Crowdsourcing in Research

- Crowdsourcing is being weaved into all parts of the research lifecycle.
- **Design** – Open Innovation
- **Implementation** – Targeted data capture and cognitive interviewing
- **Analysis** – Sentiment analysis and analysis challenges
- To date there is no guiding framework to help researchers implement crowdsourcing in their research.

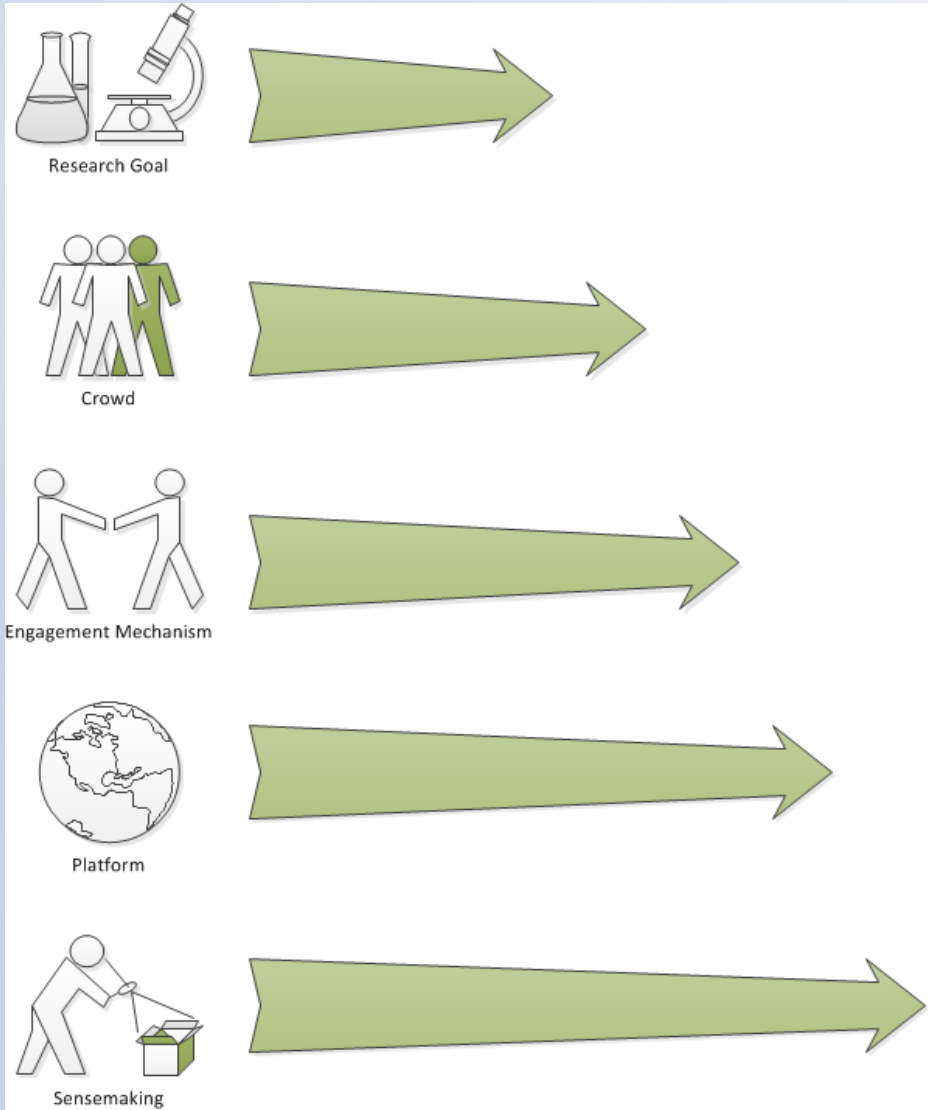
The Goal of this Presentation

- Our goal is to deconstruct crowdsourcing into small components to create a framework for **successful** implementations in research.

- We will answer two primary questions:
 1. What are the key components of crowdsourcing?
 2. How do we encourage individual participation in crowdsourcing events?

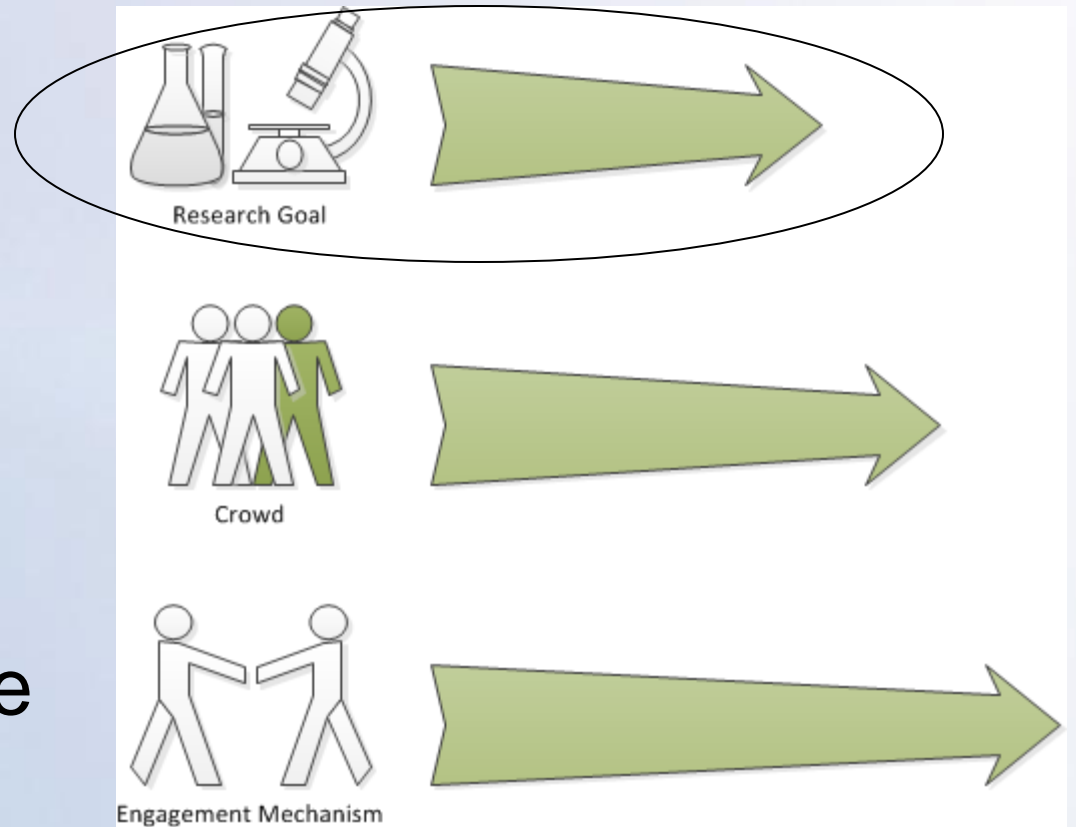
What are the key components of crowdsourcing?

Alignment of Crowdsourcing Components



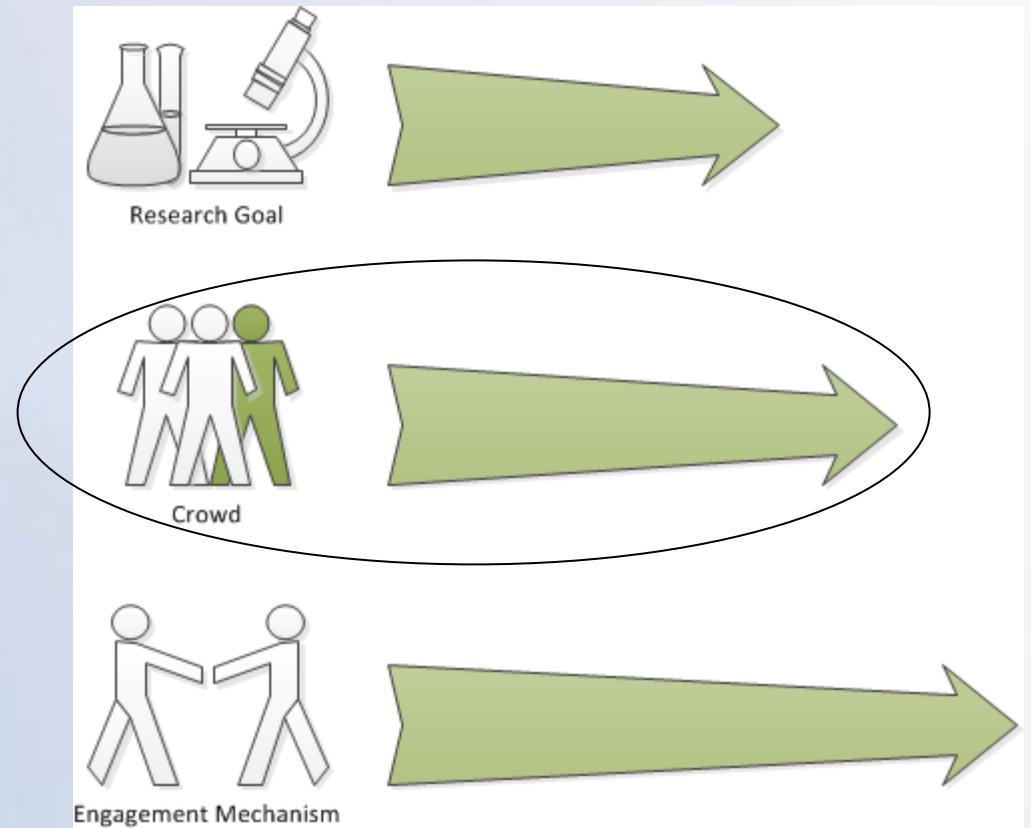
Alignment of Research Goals

- What is your research goal?
- Is your goal concrete?
- Can you measure success?



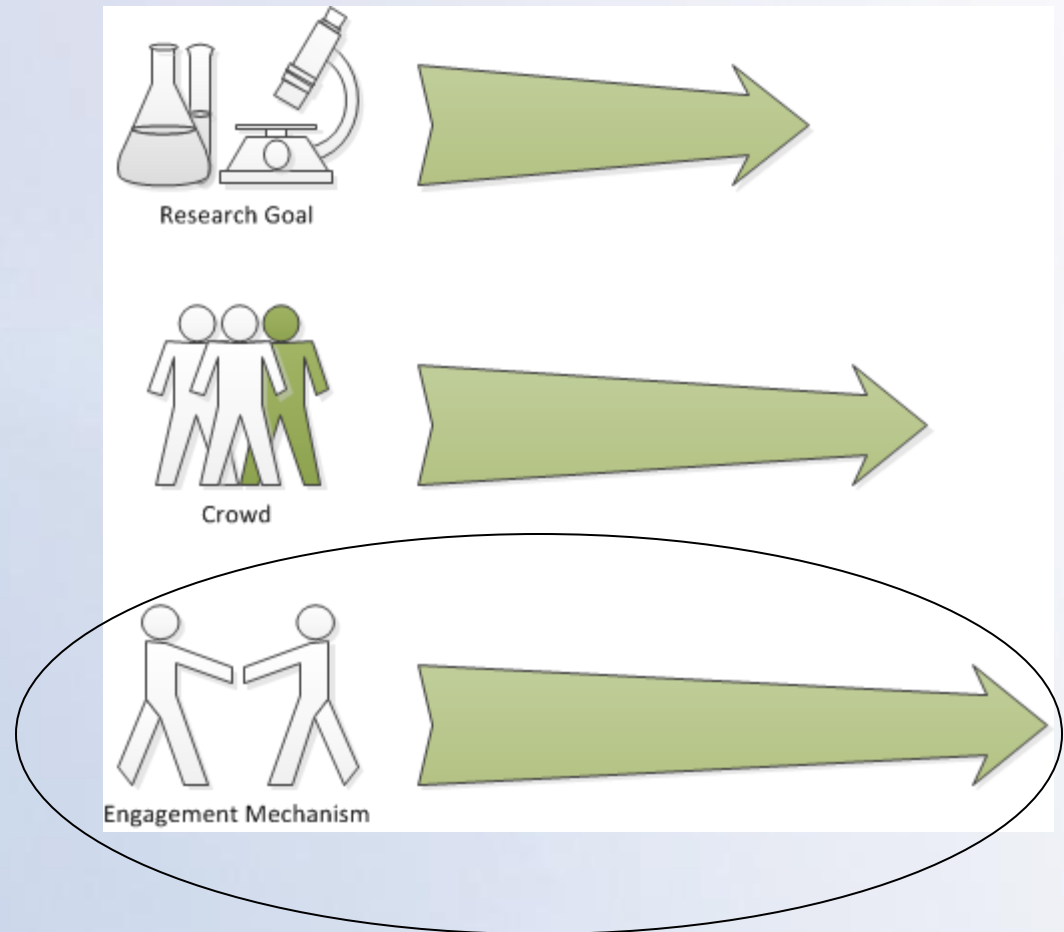
Alignment of the Crowd

- Who will help you attain your goals?
- Are there enough people out there?



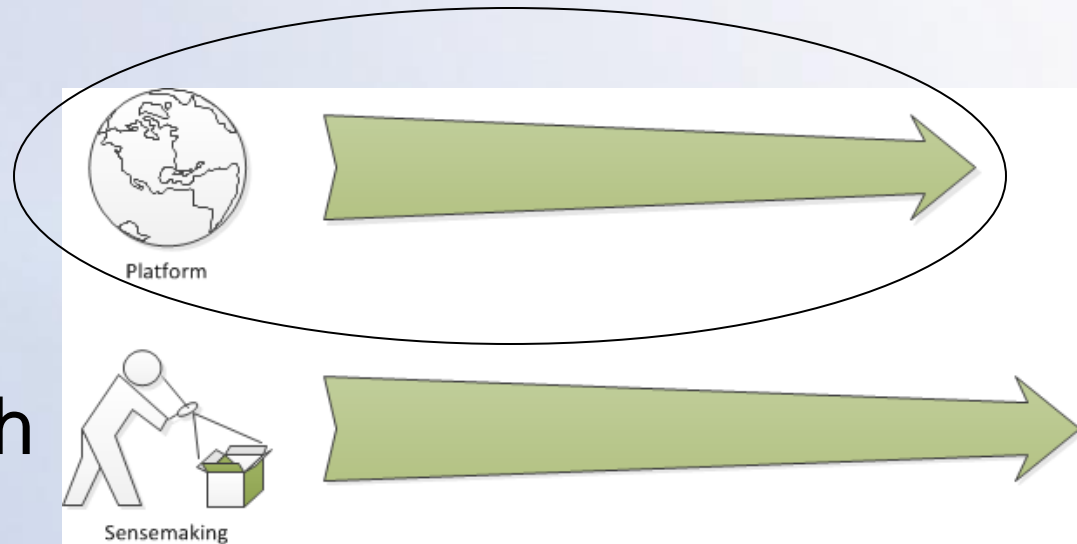
Alignment of the Engagement Mechanism

- What motivates your crowd?
- How will you motivate your crowd to participate?



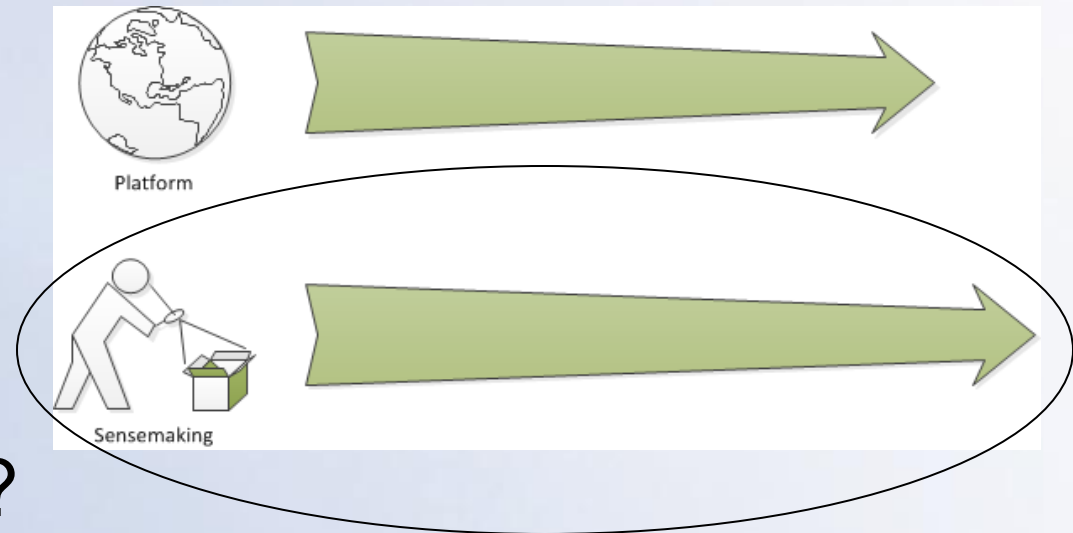
Alignment of the Platform

- How will value be exchanged between you and the crowd?
- How will you reach your crowd to engage them, offer value, and receive back value?

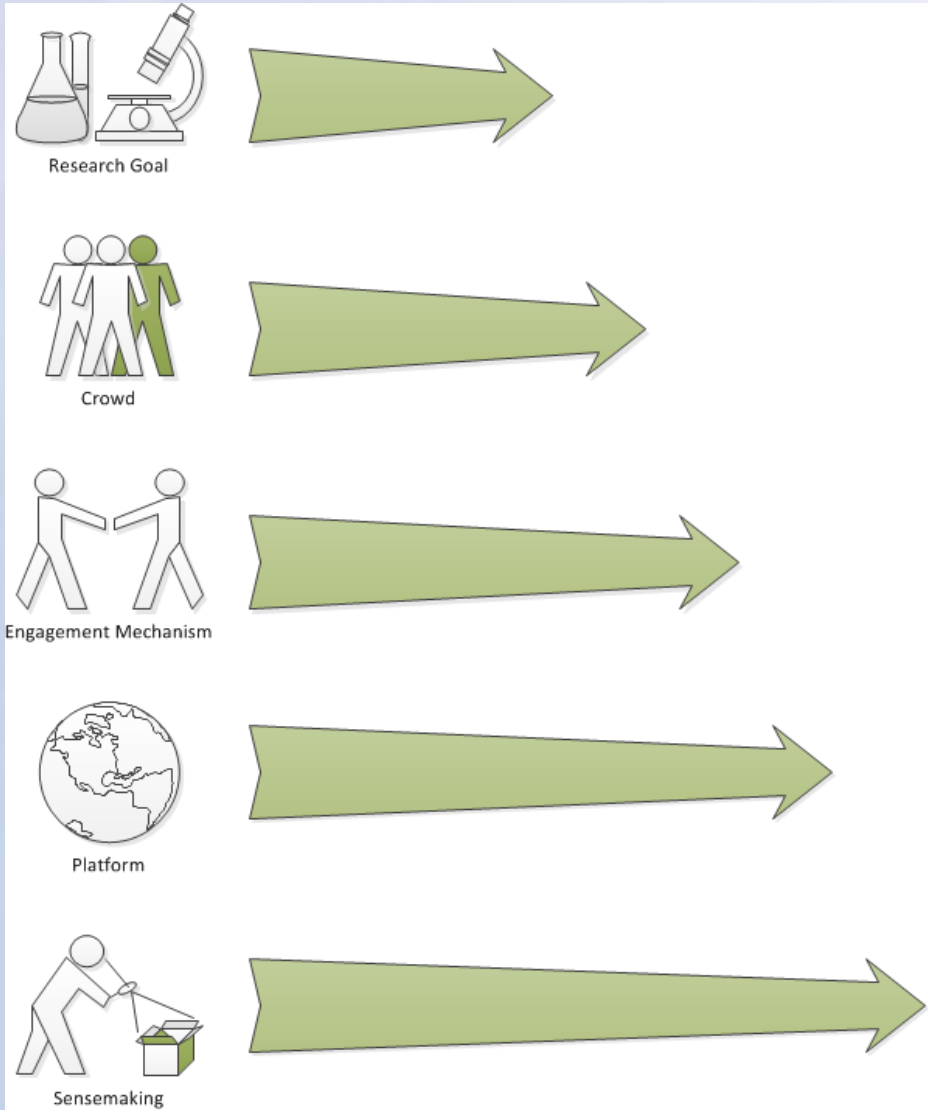


Alignment of the Sensemaking

- What sorts of data will you have?
- How will you analyze and process your data?

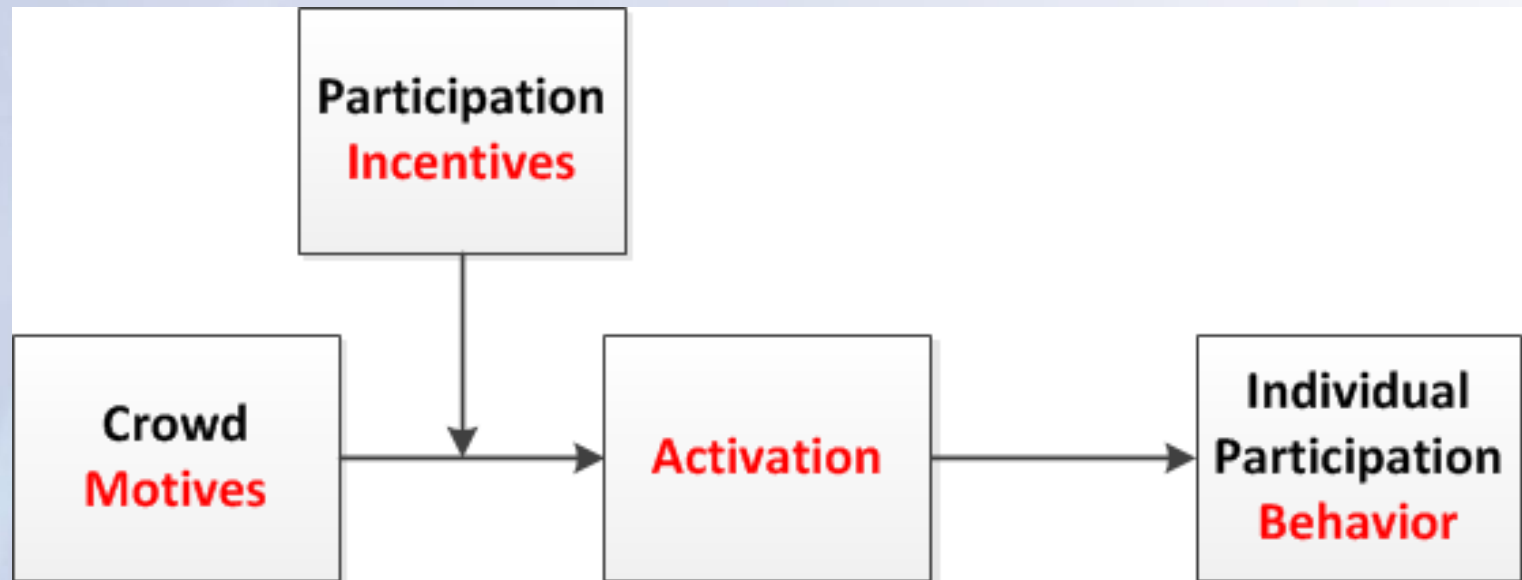


Alignment of Crowdsourcing Components



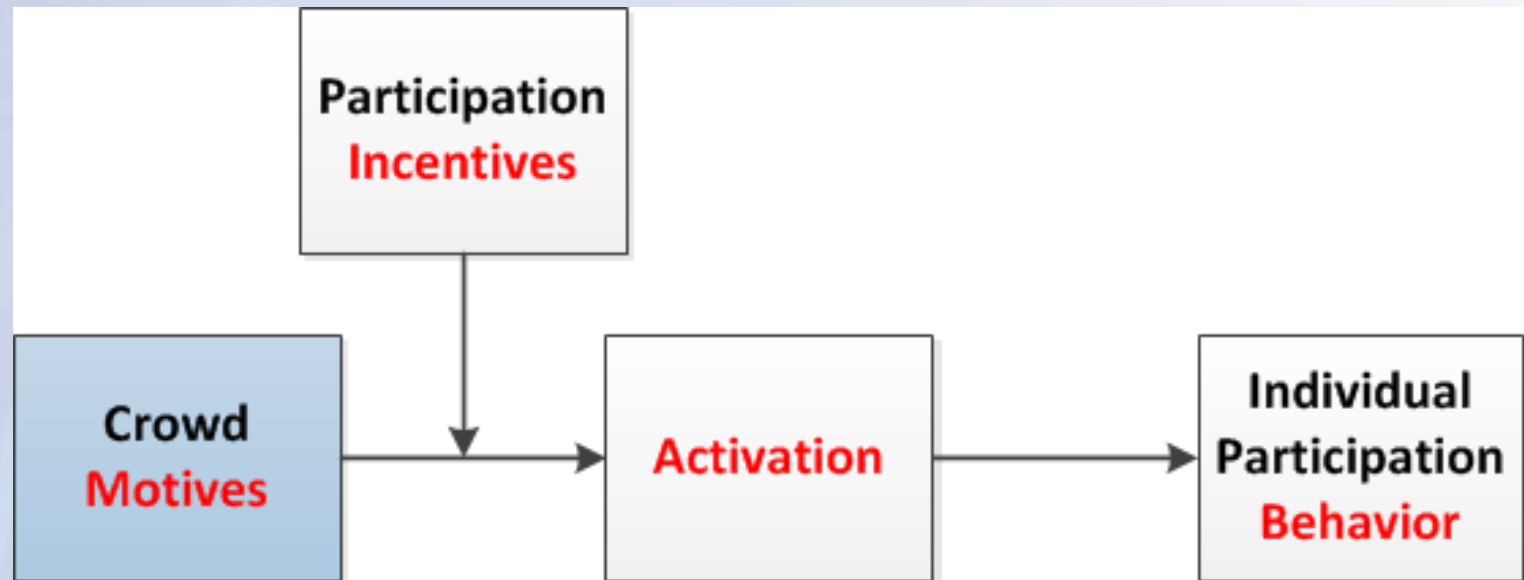
How do we encourage individual participation in crowdsourcing?

Introduction of the MIAB Model



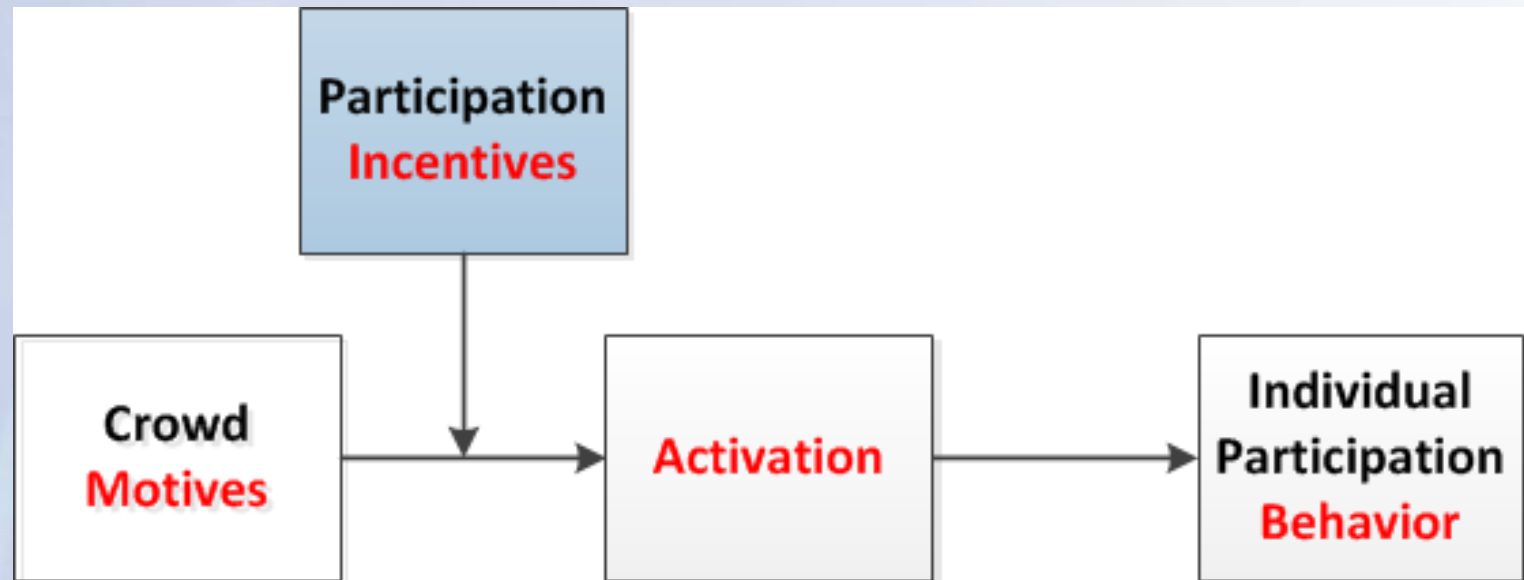
Source: Rosenstiel, L. von, 2007.

Introduction of the MIAB Model



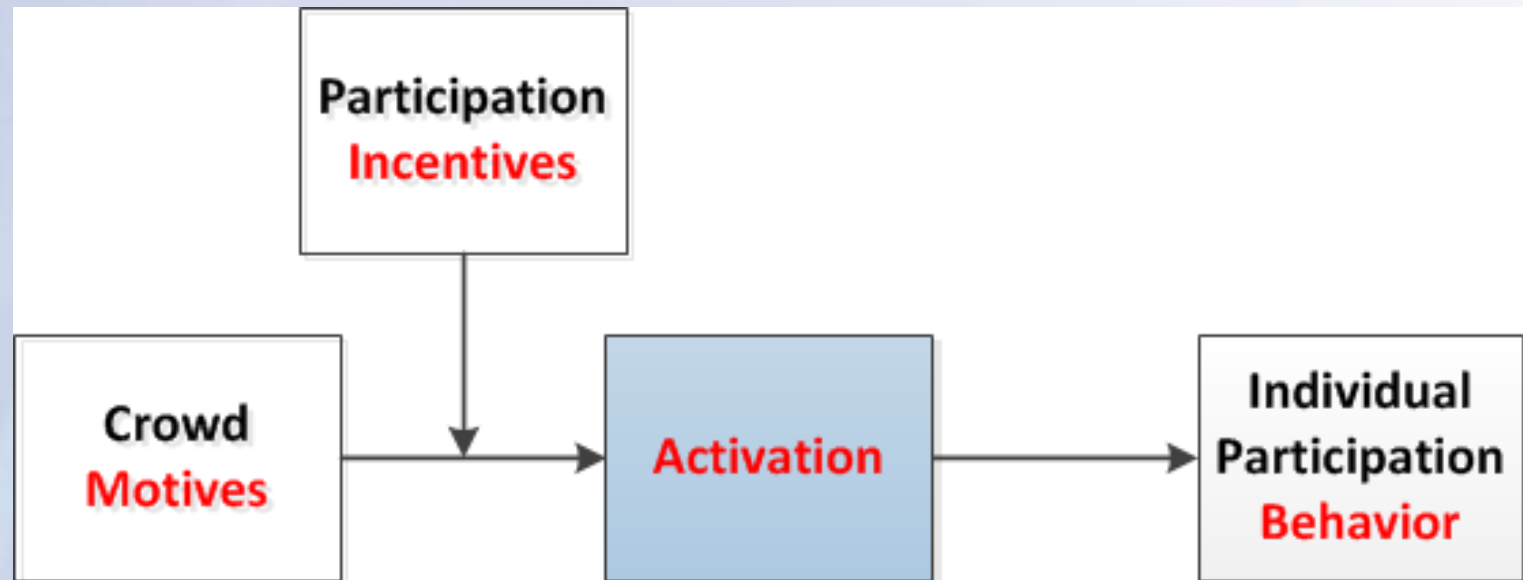
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Introduction of the MIAB Model



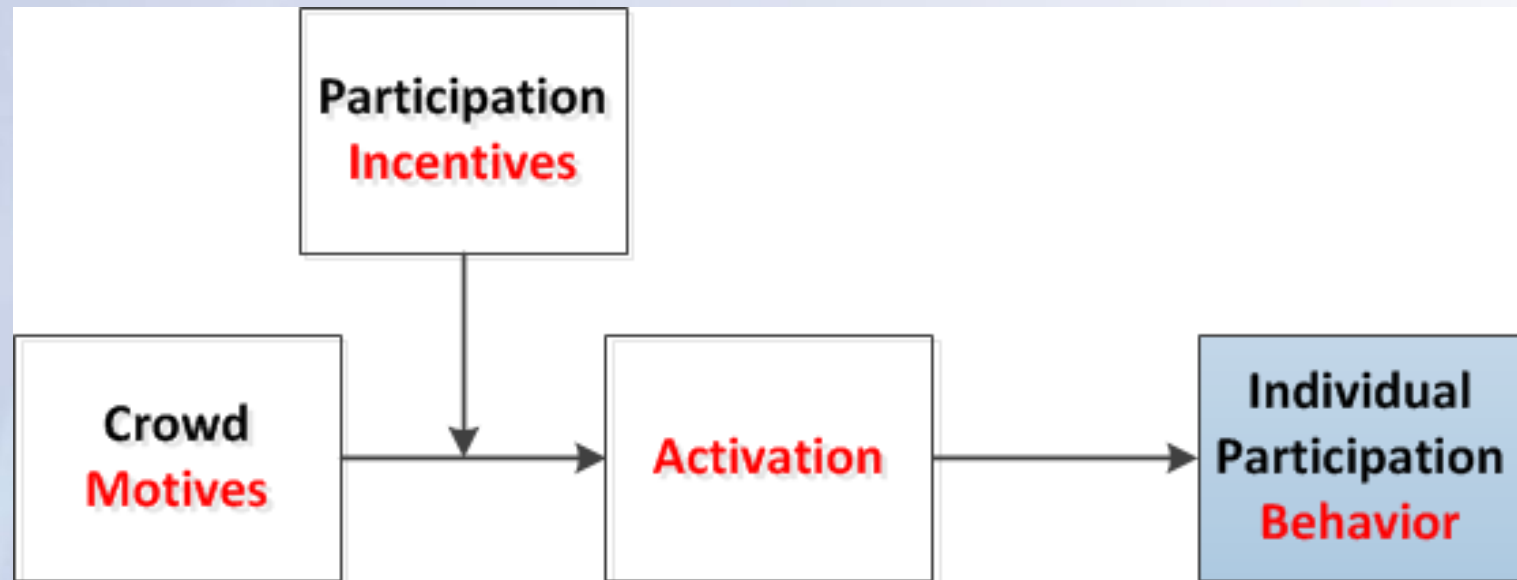
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Introduction of the MIAB Model



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Introduction of the MIAB Model

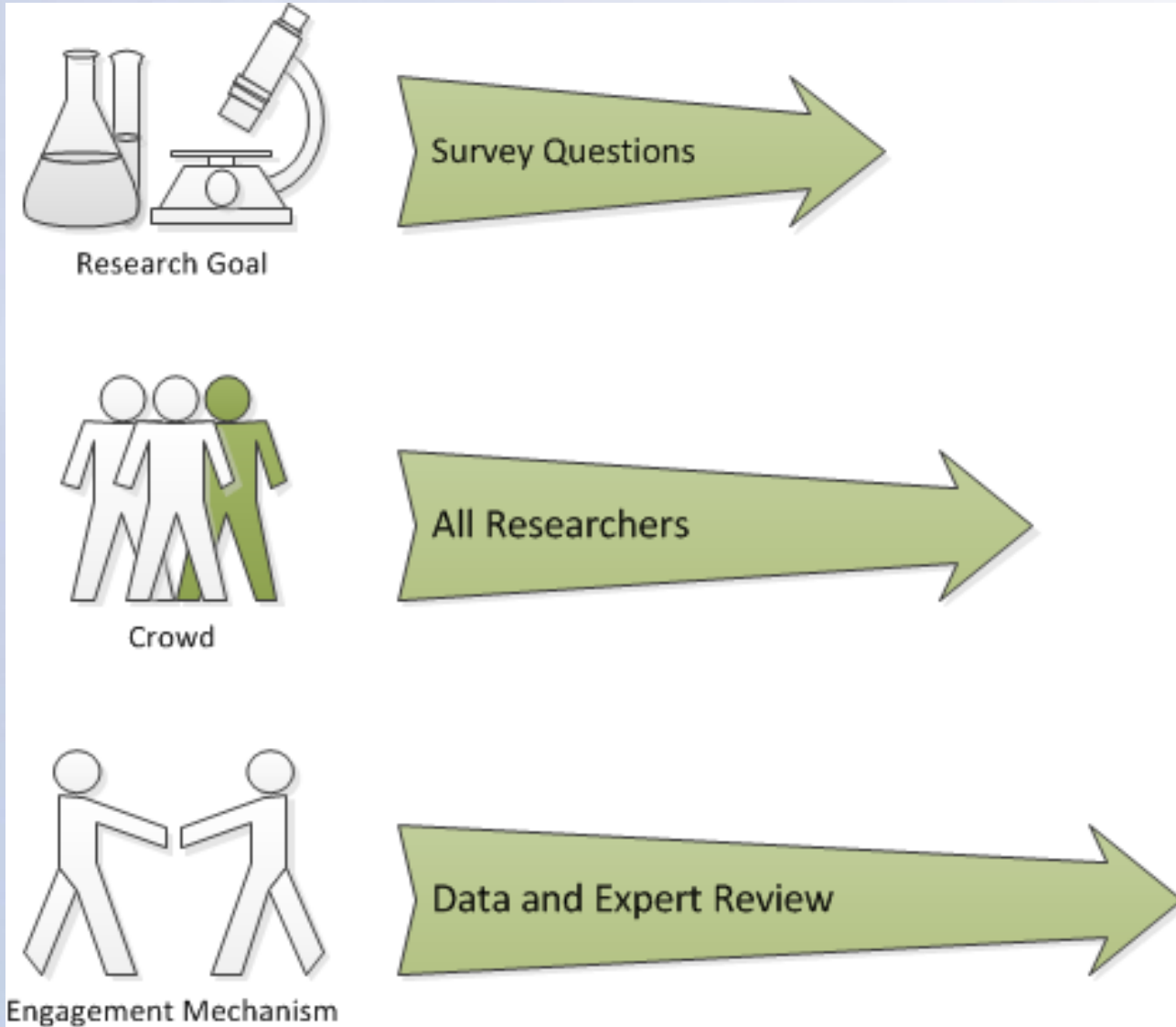


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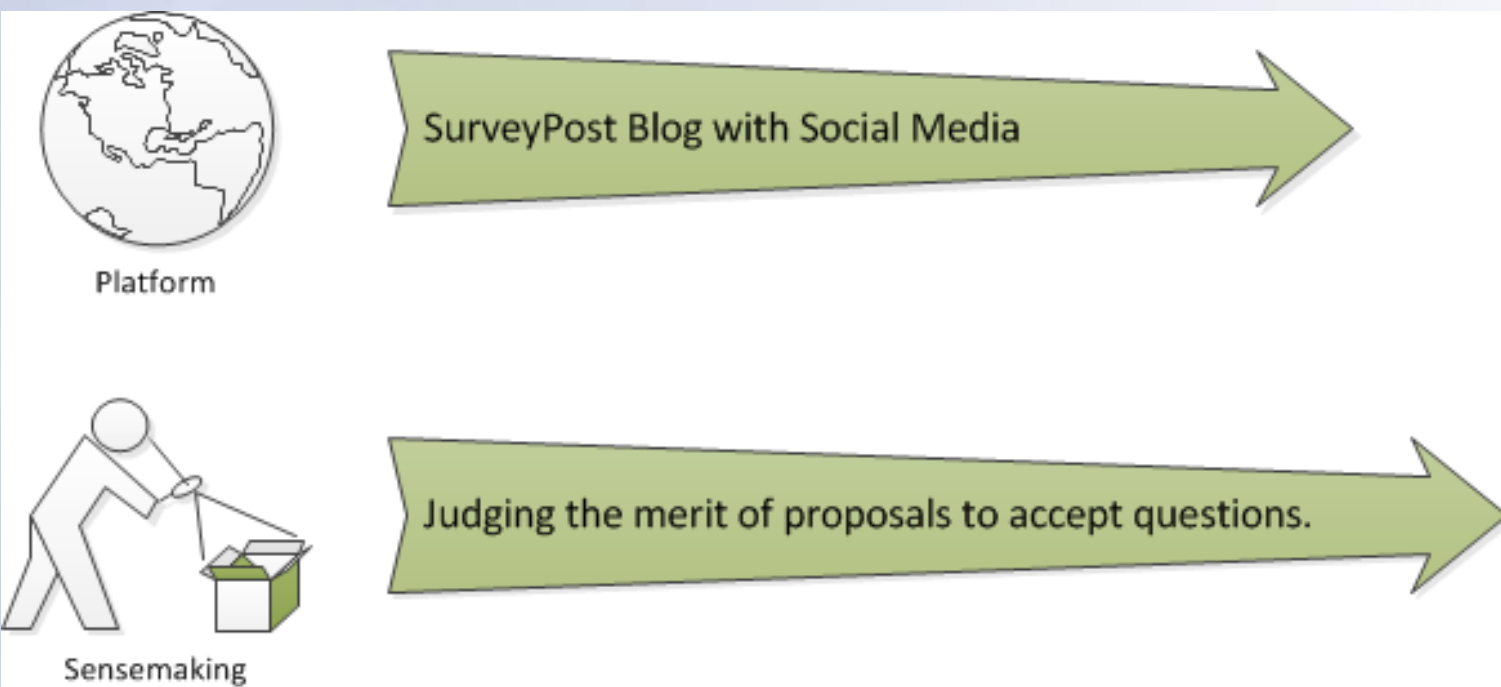
Case Studies

RTI's 2012 Research Challenge

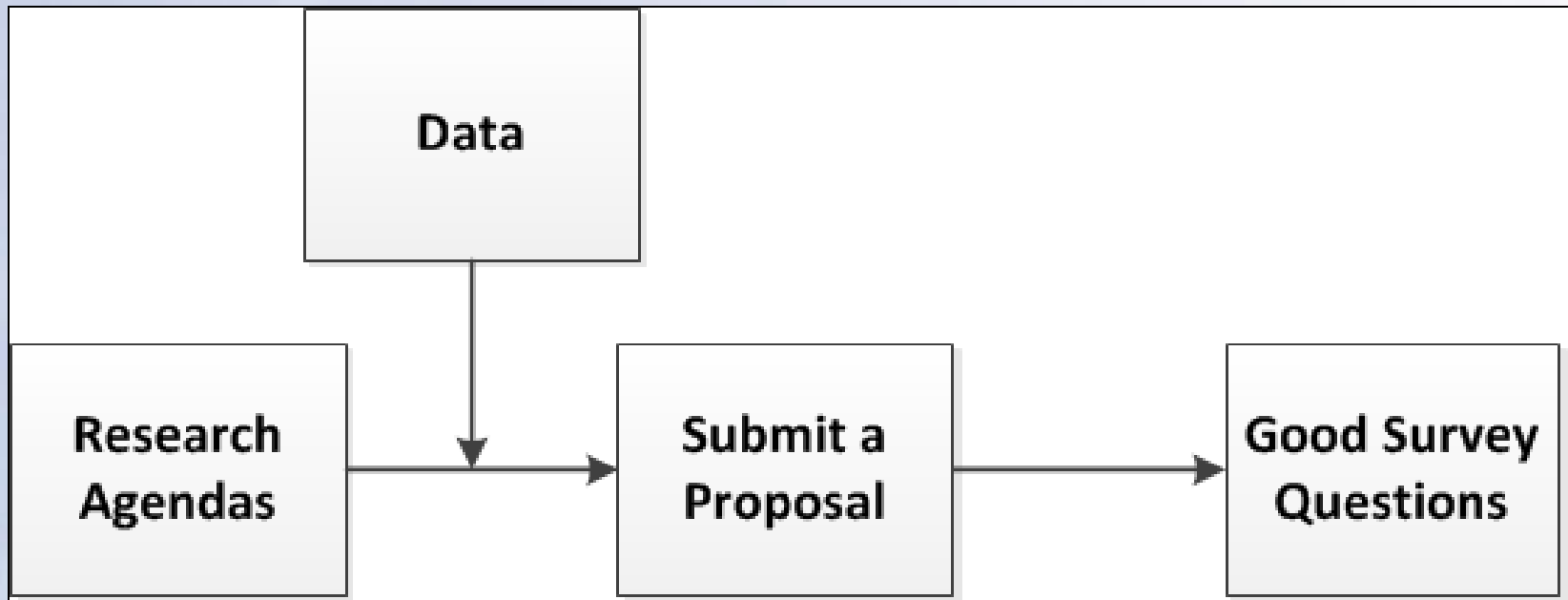
Case Study: 2012 Research Challenge



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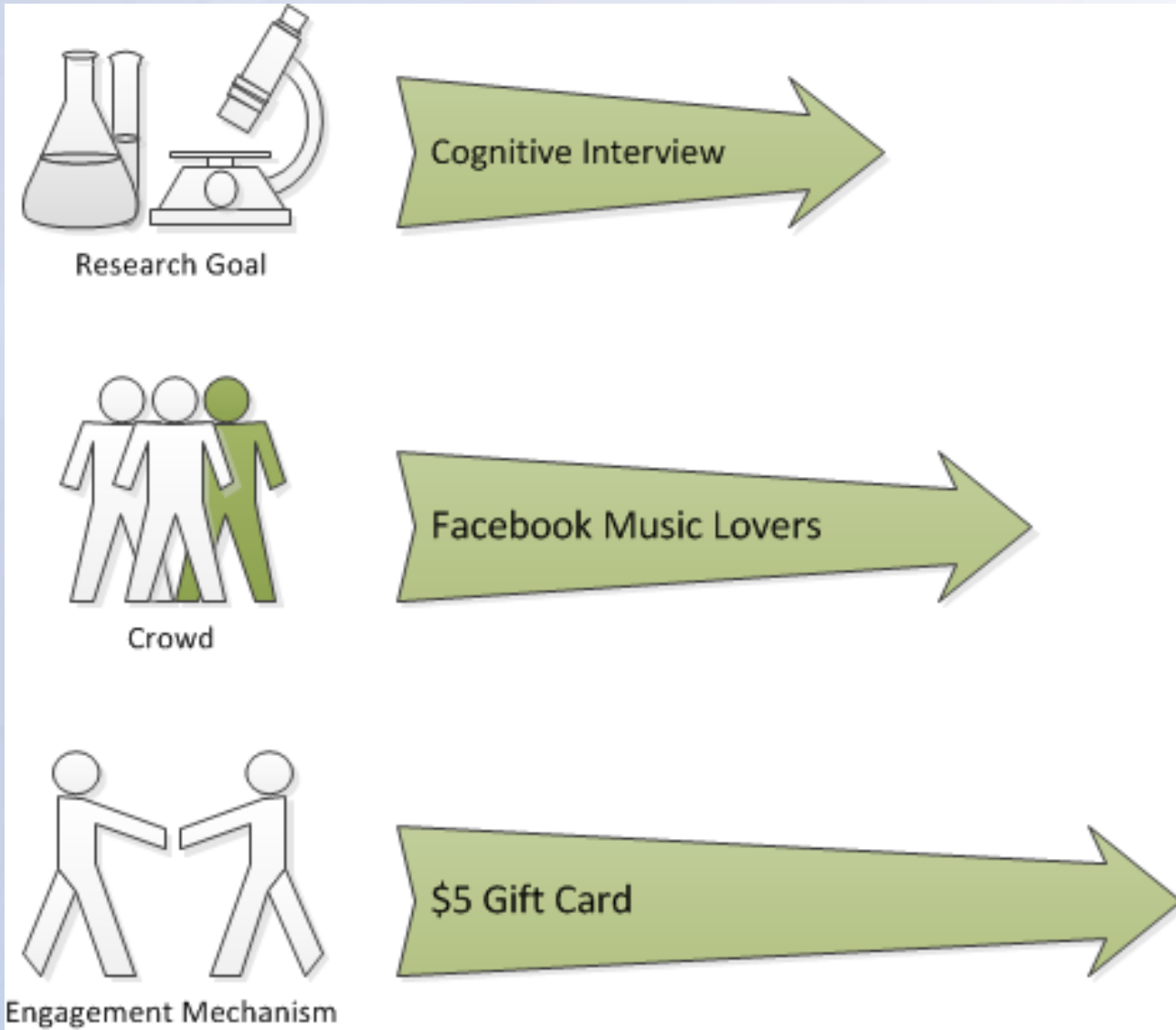


Case Study: 2012 Research Challenge

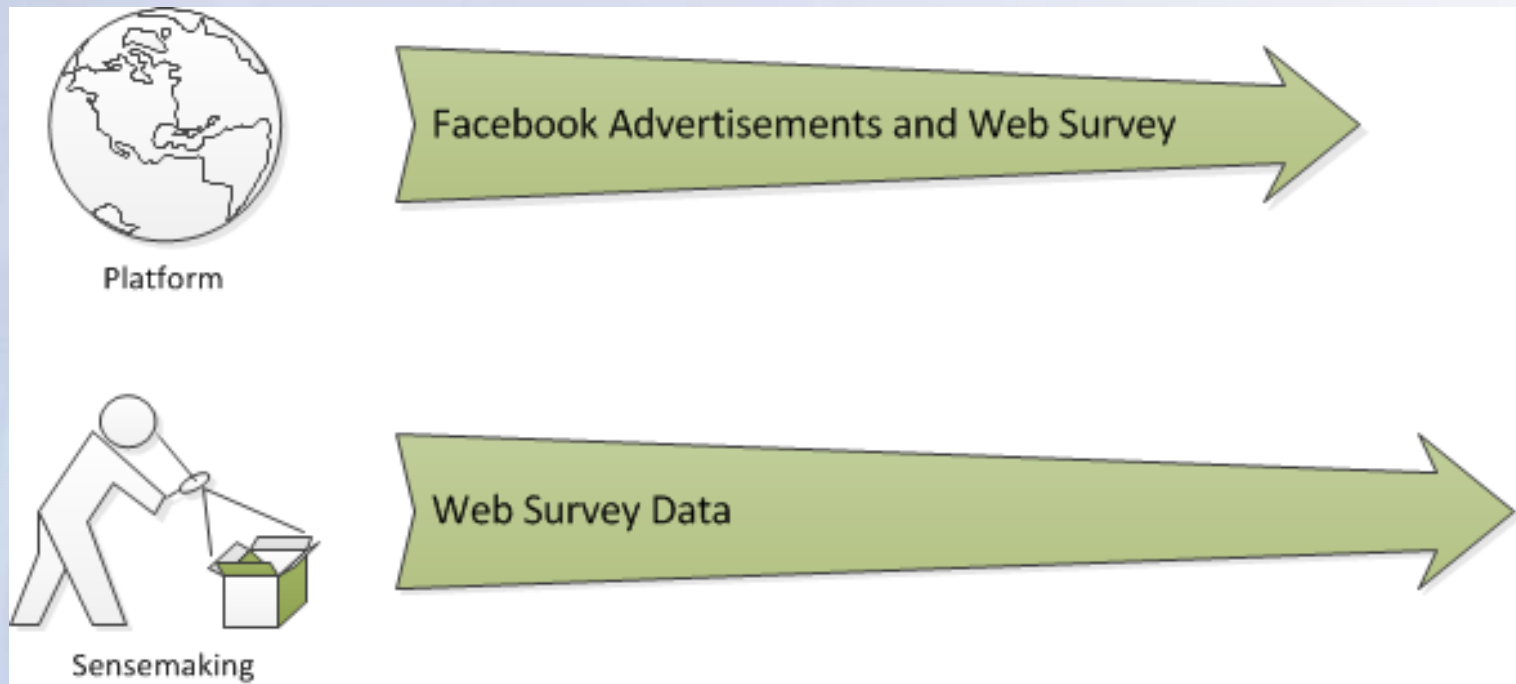


Facebook Recruitment for Cognitive Interviews

Case Study: Facebook Cognitive Interview

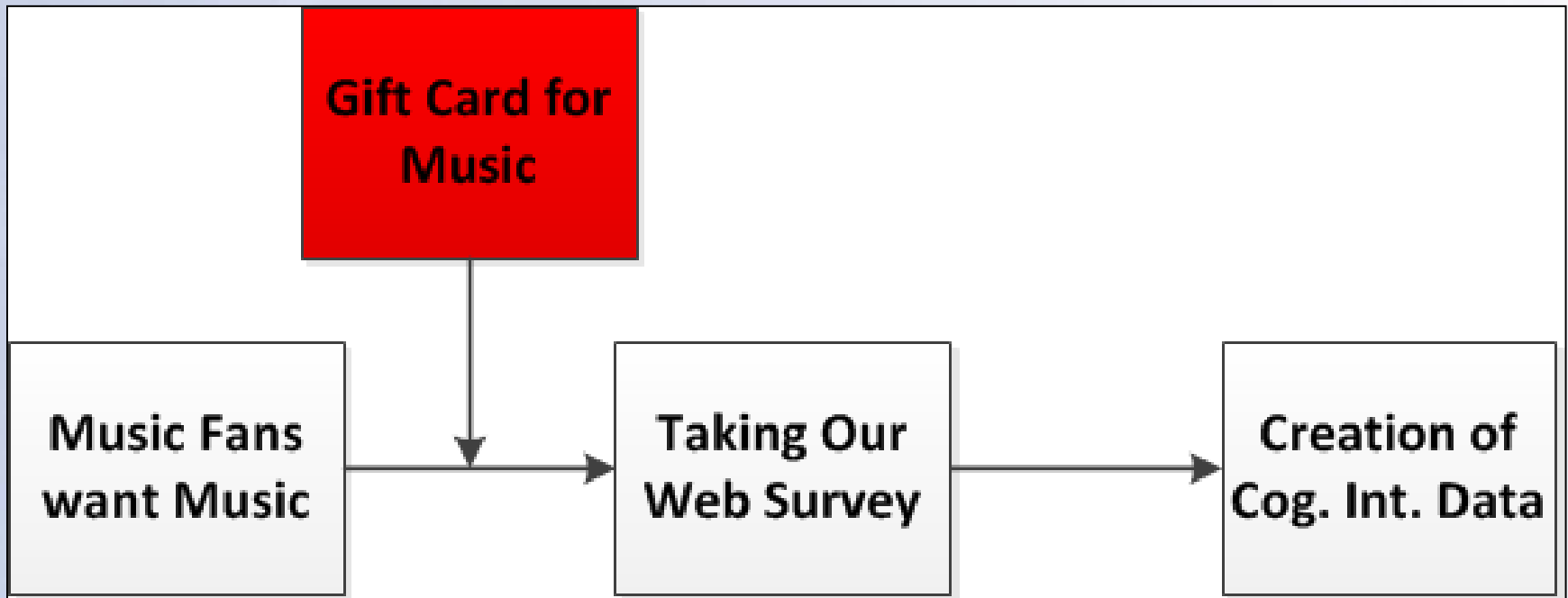


Case Study: Facebook Cognitive Interview



#FAIL

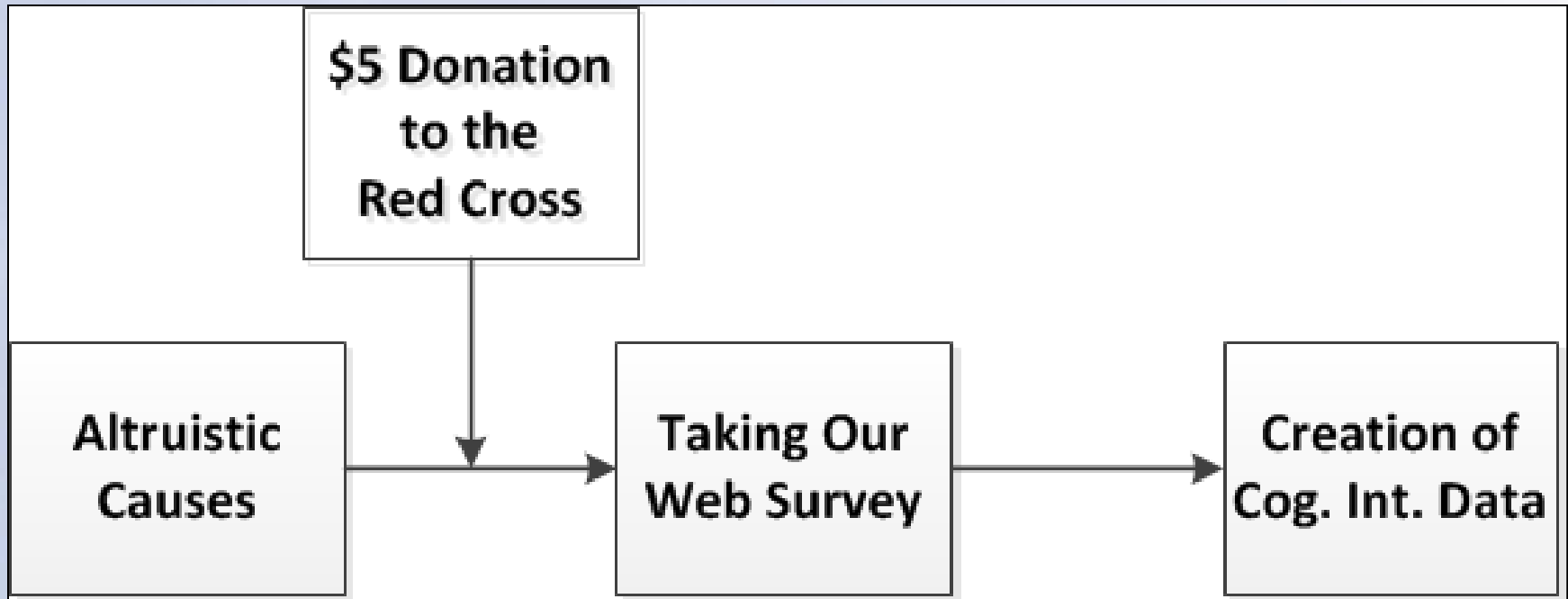
Case Study: Facebook Cognitive Interview




Case Study: Facebook Cognitive Interview

- Music fans on Facebook were not motivated by a small gift card.
- Initially we did not activate people to participate, and we did not achieve our intended behavioral outcome.
- Adapted our approach to target people who liked the American Red Cross with a \$5 donation as the incentive. This was very effective.

Case Study: Facebook Cognitive Interview



LIVESTRONG Foundation's 2013 Open Innovation Event

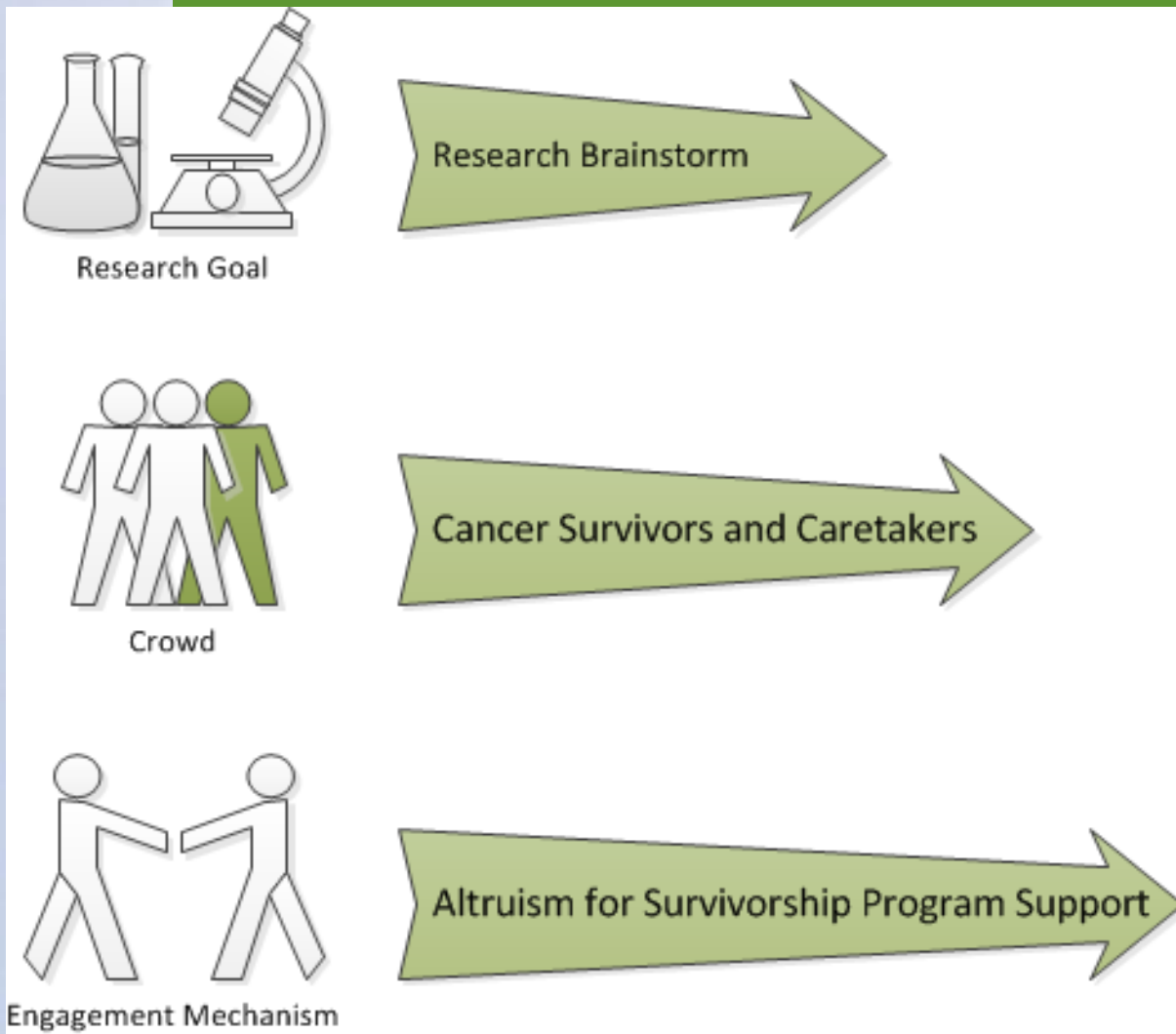


When it comes to cancer,
no one has all of the
answers, including us.
We need your help.

How has cancer affected you?

TAKE OUR SURVEY

Case Study: LIVESTRONG Foundation 2013 Open Innovation Event



Case Study: LIVESTRONG Foundation 2013 Open Innovation Event



Platform

Blog Posts, Social Media, Web Survey



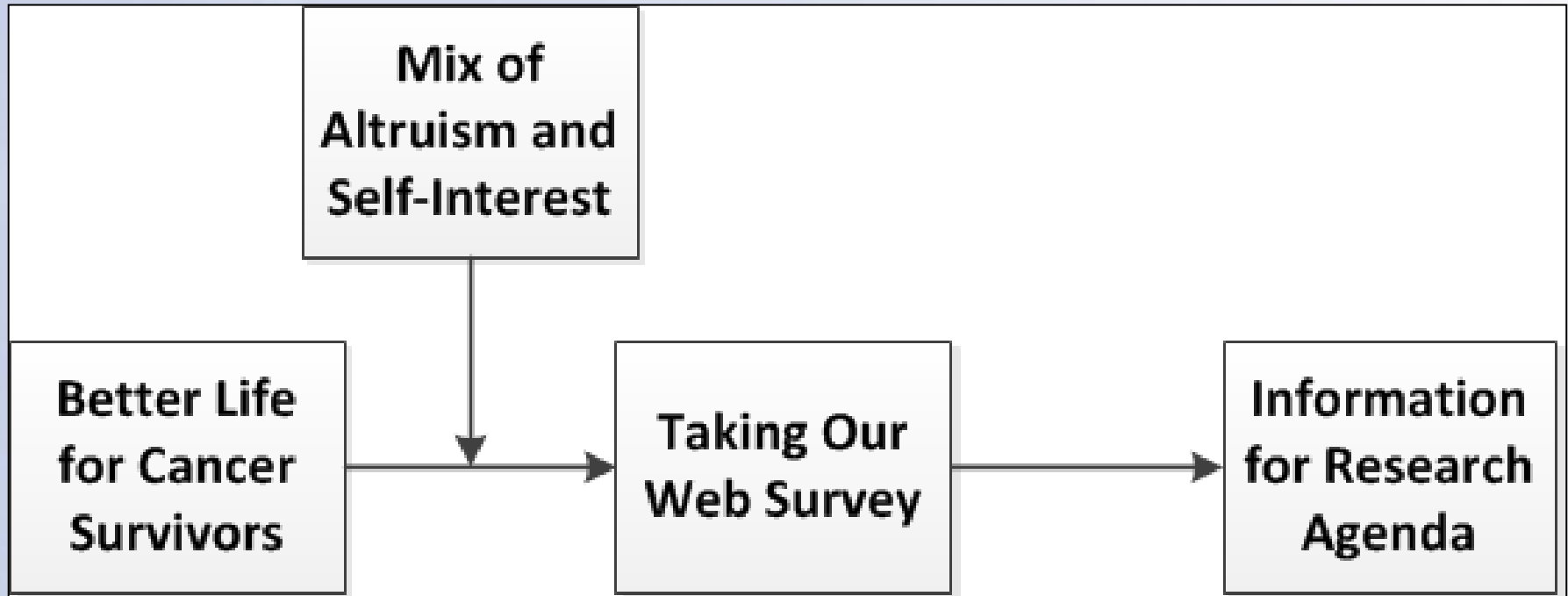
Sensemaking

Web Survey Data (A LOT OF IT!!!!)

Case Study: LIVESTRONG Foundation 2013 Open Innovation Event

- Over 1,200 participants with a combination of survivors and caretakers.
- A large raw dataset to achieve our research objectives.
- Information collection from true experts in cancer survivorship – the survivors.

Case Study: LIVESTRONG Foundation 2013 Open Innovation Event



Conclusions

- We encourage researchers to consider all of the components to crowdsourcing to ensure that they are in alignment.
- Use the MIAB framework as your starting point when deciding how to incentivize a crowd.
- Be ready to adapt in case one of your assumptions is wrong.

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