

# **ICT & Social Epistemology**

## **T2. Build a crowdsourcing system**

**Management of Organisations**  
**ESC Dijon Bourgogne**  
1-5 March 2010

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# Commons-based peer production

## 1. **Motivation: Social-psychological rewards**

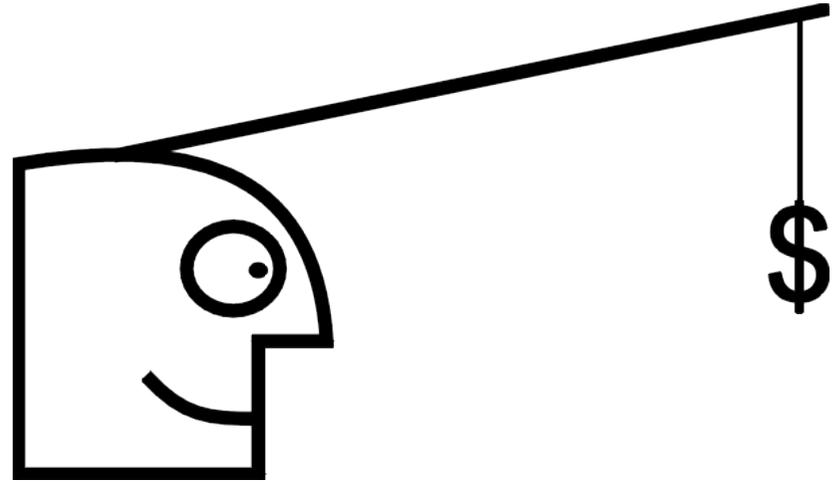
Diverse motivations animate human beings, and, more importantly, that there exist ranges of human experience in which the presence of monetary rewards is inversely related to the presence of other, social-psychological rewards.

## 2. **Organisation: Modular tasks**

When a project of any size is broken up into little pieces, each of which can be performed by an individual in a short amount of time, the motivation to get any given individual to contribute need only be very small

# Incentives for crowdsourcing

- **Social rewards**  
(participation in  
producing public goods)



- **Individual reputation rewards**  
(authorship, peer acknowledgment)
- **Individual benefits**  
(money, air time, credits)

# Key questions

- What makes some problems easier to *crowdsource* than other problems?
- What incentives are available to drive participation and reach critical mass?

# Briefing

You are launching a crowdsourcing company

identify a problem that would be suitable to crowdsource

- why is crowdsourcing a good solution to your problem?
- how would you incentivise participation?
- how would you discourage freeriding?