

SELECTING CROWDSOURCING

CROWDSOURCING IN HEALTH & HEALTH RESEARCH WORKSHOP

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(Adapted from Presentation of Huanyu Boa)





OVERVIEW

1. Introduction to Selecting Crowdsourcing
2. Three Elements to consider
3. Types of Crowdsourcing



Kampala Workshop, 2019

INTRODUCTION



Is crowdsourcing as an appropriate approach?

Although there are no absolute requirements for crowdsourcing, its implementation maybe be more relevant and can be effectively facilitated when topic/problem:

- **Has strong social/ behavior origins or need community engagement**
- **Allows for the organizer to tap into diverse networks**



THREE ELEMENTS CONSIDER

A. Whether there are **advocates for the cause** within the community.

B. Whether there is/**are mechanism(s) to engage diverse networks** of individuals.

C. Whether the **request of a contest is feasible**.

(A) WHETHER THERE ARE AVOCATES FOR THE CAUSE WITHIN THE COMMUNITY

In crowdsourcing settings, an advocate is an individual or group with a passion or interest in the topic.

- For example, in a crowdsourcing project on HIV, advocates of the cause could include people living with HIV, clinicians, nurses, pharmacists, other healthcare providers, medical scientists, health policy experts, and those at-risk...



Designathon in Nigeria



(B) WHETHER THERE IS/ARE MECHANISM(S) TO ENGAGE DIVERSE NETWORKS OF INDIVIDUALS.

“Diverse Networks” can be broadly defined as individuals with a wide array of economic, social, cultural, and educational backgrounds.

- A benefit of crowdsourcing is its capacity to mobilize these diverse networks¹.

Each participant bases his or her opinion on private information; opinions are formed separately from others.



C. WHETHER THE REQUEST OF A CONTEST IS FEASIBLE.



Contests that ask for text messages, memes, images, and short videos may draw larger crowds.

- It may not be reasonable to expect participation among all members of a community in a crowdsourcing contest that is highly specialized or technical in nature.



AMR Contest



The duration of a contest is another element to consider in assessing appropriateness.





TYPES OF CROWDSOURCING

CONTESTS



Crowdfunding Contest



Mentorship Contest

DESIGNATHONS/HACKATHONS



Hackathon in China, 2019



Designathon in Nigeria, 2019

ONLINE COLLABORATION SYSTEMS



Wikipedia: Perhaps the best-known example, Wikipedia is a free online encyclopedia created and edited by the public, free to use by all.



Mass collaboration: Foldit

TYPES OF CROWDSOURCING

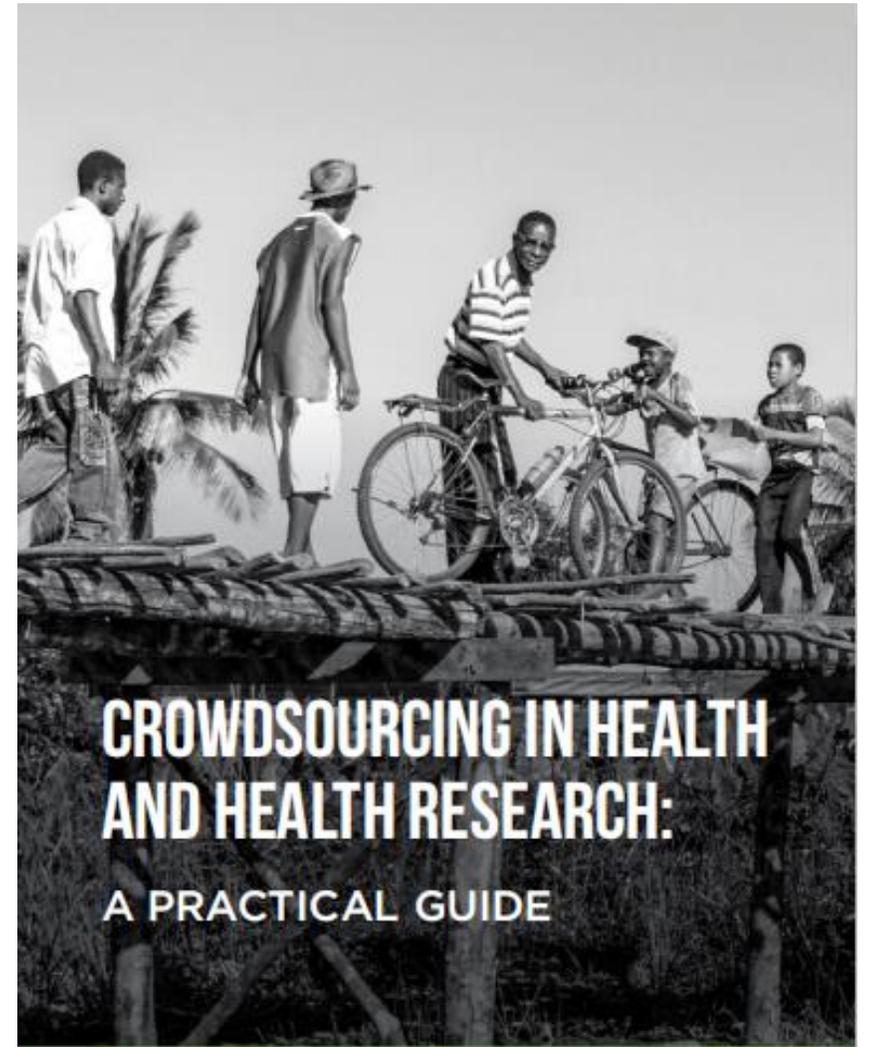


Method	Definition	In-Person or Online	Time Period	Prize Structure
Contests	Open prize challenges where a call is issued to the public and then contributions are solicited and evaluated	In-person or online	Months	Prizes Awarded
Designathons/ Hackathons	Events where a diverse group of individuals are brought together to advance a common goal.	Typically in-person	Shorter time period (a few days)	Prizes Awarded
Online Collaboration Systems	Online platforms that allow individuals to exchange and share contributions and ideas	Online	Permanent	Prizes not typically awarded

RESOURCE ON CROWSOURCING

Crowdsourcing in Health and Health Research: A Practical Guide

This guide provides practical advice on designing, implementing and evaluating crowdsourcing activities for health and health research – with descriptions and examples of contests collected through a challenge contest.



RESOURCES ON PUBLIC CONTESTS

- The craft of incentive prize design. Mitchell J, Parker A, Joshi S, Goldhammer J, Anderson B; Deloitte, 2014.

This overview provides a range of practical advice on how to structure challenge contest prizes, incentivize participation, and achieve social impact.

- “And the winner is...”: Philanthropists and governments make prizes count. McKinsey & Company. 2009.

This helpful review examines challenge contests to achieve social goals, including but not limited to health.

- US Health and Human Services Open Innovation. 2017.

This US government website provides tips for organizing public sector prizes, hackathons, crowdsourcing activities, and related events.

- The Wisdom of Crowds: Why the Many are Smarter than the Few. Surowiecki, J. Doubss. 2004.

This primer examines the wisdom of crowds in a wide variety of contexts. A classic introduction to the general field, with a business focus.

RESOURCES ON PUBLIC CONTESTS

- Creative contributory contests (CCC) to spur innovation in sexual health: Two cases and a guide for implementation. Zhang Y, Kim JA, Liu F, Tso L, Tang W, Wei C, Bayus B, Tucker JD. 2015. Sexually Transmitted Diseases. 42:625-628.

This article provides two case examples in using crowdsourcing contests for health and then implementation advice.

- Systematic review of innovation design contests for health: spurring innovation and mass engagement. Pan SW, Stein G, Bayus B, Tang W, Mathews A, Wang C, Wei C, Tucker JD. 2017. BMJ Innovations. 3:227-237.

This systematic review examines innovation design contests to improve public health.

- Crowdsourcing innovation: Changing the world one idea at a time. Rob Wilmot. TEDxKrakow. 6 August, 2015.

This 10-minute TED talk discusses crowdsourcing generally and in a medicine context.

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THANK YOU!

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