Sharapiyeva M.D.

Crowdsourcing as an innovative tool for generating new ideas

The article examines crowd sourcing as an innovative tool for generating new ideas, solving many company problems, reducing costs and increasing profitability. The article analyzes the growing influence of crowd sourcing on the present business practice and its impact on the changing the business environment.

Many companies see innovation as key to their success and are using idea crowd sourcing to help their companies innovate. However, it is often difficult to motivate individuals to think practically and from management's perspective, and to measure employees' contributions to such systems. Crowd sourcing is based on the assumption that in society there are always talented people who are ready for free or for a symbolic fee to generate ideas, solve problems, and even conduct research in the corporate or public order, and the main motivation for them is a reward and an opportunity to see the realization of his ideas into practice. A new crowd-sourcing tool that delegates and combines idea generation and the distribution of tasks is described, which largely solves these problems and makes the process of idea generation more measurable.

Key words: crowdsourcing, crowdfunding, crowdvoting, G-Global, crowdrecruiting, outsourcing, employees, controversy, amateurs, volunteers.

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Краудсорсинг жаңа ойларды жасау үшін инновациялық құрал ретінде

Мақалада краудсорсинг жаңа ойларды ойлап табу, компанияның көптеген мәселелерін шешудегі, шығындарды төмендету және рентабельділікті жоғарылатудың инновациялық құралы ретінде қарастырылады. Бұл мақалада қазіргі бизнес тәжірибеде краудсорсингтің бизнес ортаның өзгерістеріне әсерінің өсуін талдайды. Көптеген ірі компаниялар инновациялық ойларды сәттіліктің кілті ретінде және өз компанияларына ендіруге көмектесу үшін краудсорсингті идеяларын қолданады. Бірақ жиі жұмысшыларды ынталандыруға байланысты басшылар тарапынан әртүрлі қиындықтар туындайды, мысалы адамдарды тәжірибелі ойлауға, сондай-ақ мұндай жүйелерде жұмысшылардың қосқан үлесін өлшеумен байланысты. Краудсорсинг ұсыныстарға негізделген, қоғамда әрқашан талантты адамдар бар және олар тегін немесе аз төлемге жаңа ойларды генерациялап, мәселелерді шешуге, корпоративтік және қоғамдық тәртіпте зерттеулер жүргізу, сонымен қатар негізгі мотивация болып сыйақылар алу және өз ойларының тәжірибе жүзінде жүзеге асқанын көру. Ал жаңа құрал краудсорсинг ойларды ойлап табу мен міндеттерді бөлу, ол маңызды дәрежеде мәселелерді шешеді және генерация үдерісін өлшенетіндей болатынын қамтамасыз етеді.

Түйін сөздер: краудсорсинг, краудфондинг, краудвойтинг, G-Global, краудрекрутинг, аутсорсинг, қызметкерлер, даулар, әуесқойлар, еріктілер.

Шарапиева М.Д.

Краудсорсинг как инновационный инструмент для генерирования новых идей

В статье рассматривается краудсорсинг как инновационный инструмент для генерации новых идей, решения многих проблем компании, снижения затрат и повышения рентабельности. Анализируется растущее влияние краудсорсинга на нынешнюю бизнес-практику и на изменение бизнес-среды. Многие компании рассматривают инновации как ключ к успеху и используют идея краудсорсинга, чтобы помочь своим компаниям внедрять инновации. Тем не менее, часто бывает трудно мотивировать людей думать практически и с точки зрения руководства, а также для измерения вклада работников в таких системах. Краудсорсинг основан на предположении, что в обществе всегда есть талантливые люди, которые готовы бесплатно или за символическую плату, чтобы генерировать идеи, решать проблемы и даже проводить исследования корпоративного или общественного порядка. Как новый инструмент краудсорсинг сочетает в себе генерацию идей и распределение задач, что в значительной степени решает эти проблемы и делает процесс генерации идей более измеримым.

Ключевые слова: краудсорсинг, краудфондинг, краудвойтинг, G-Global, краудрекрутинг, аутсорсинг, сотрудники, споры, любители, волонтеры.

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CROWDSOURCING AS AN INNOVATIVE TOOL FOR GENERATING NEW IDEAS

In recent times, the term «crowdsourcing» became one of the most popularly one of the most used words. In 2006 «Wired» magazine published an article by Jeff Howe called «The Rise of crowd sourcing» where he first mentioned «Crowd sourcing» as a term.

Crowd sourcing, a modern business term coined in 2005, is defined by Merriam-Webster as the process of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from an online community, rather than from traditional employees or suppliers;[1][2] a portmanteau of "crowd" and "outsourcing,"[3][4] its more specific definitions are yet heavily debated.[5] This mode of sourcing is often used to divide work between participants,[6] and has a history of success prior to the digital age—"offline," see the linked and examples appearing below. By definition, crowd sourcing combines the efforts of numerous self-selected volunteers or part-time workers, where each contributor adds a contribution that may combine with those of others to achieve a greater result; hence, crowd sourcing is distinguished from outsourcing in particular for a number of reasons; including that the work may come from an undefined public, rather than being commissioned from a specific, named group, and for the fact that crowd sourcing includes a mix of bottom-up and top-down processes.[7] [8][9] Regarding the most significant advantages of using crowd sourcing the literature generally discussed costs, speed, quality, flexibility, scalability, and diversity.[10][11]

Crowd sourcing refers to a wide range of activities, providing different benefits for its organizers.[2] Crowd sourcing in the form of idea competitions or innovation contests provides a way for organizations to learn beyond what their "base of minds" of employees provides (e.g., LEGO Ideas).[12] Crowd sourcing can also involve rather tedious "micro tasks" that are performed in parallel by large, paid crowds (e.g., Amazon Mechanical Turk). Crowd sourcing has also been used for non-commercial work and to develop common goods (e.g., Wikipedia). Arguably the best-known example of crowd sourcing as of 2015 is crowdfunding, the collection of funds from the crowd (e.g., Kickstarter).

The scope of the method is wide. This method can be used in all areas, such as the private sector, the public and others with involvement of society and the citizens of a country.

Crowd sourcing is a method used by talented people to generate fresh ideas and find new ways of solving or helping to carry out the

study, thus giving the opportunity to put their ideas into practice and still get rewarded for their innovation.

Jeff Howe and Mark Robinson, editors at Wired Magazine, coined the term "crowd sourcing" in 2005 after conversations about how businesses were using the Internet to outsource work to individuals.[2] Howe and Robinson came to the conclusion that what was happening was like "outsourcing to the crowd," which quickly led to the portmanteau "crowd sourcing." Howe first published a definition for the term "crowd sourcing" in a companion blog post to his June 2006 Wired magazine article, "The Rise of Crowd sourcing," which came out in print just days later:[13]

"Simply defined, crowd sourcing 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. This can take the form of peer-production (when the job is performed collaboratively), but is also often undertaken by sole individuals. The crucial prerequisite is the use of the open call format and the large network of potential laborers."

In a February 1, 2008 article, Daren C. Brabham, "the first [person] to publish scholarly research using the word crowd sourcing" and writer of the 2013 book, Crowd sourcing, defined it as an "online, distributed problem-solving and production model."[14][15]

After studying more than 40 definitions of crowd sourcing in the scientific and popular literature, Enrique Estellés-Arolas and Fernando González Ladrón-de-Guevara, researchers at the Technical University of Valencia, developed a new integrating definition:[5]

"Crowd sourcing is a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task. The undertaking of the task; of variable complexity and modularity, and; in which the crowd should participate, bringing their work, money, knowledge **[and/or]** experience, always entails mutual benefit. The user will receive the satisfaction of a given type of need, be it economic, social recognition, self-esteem, or the development of individual skills, while the crowdsourcer will obtain and utilize to their advantage that which the user has brought to the venture, whose form will depend on the type of activity undertaken".

As mentioned by the definitions of Brabham and Estellés-Arolas & Ladrón-de-Guevara above, crowd sourcing in the modern conception is an IT-mediated phenomenon, meaning that a form of IT is always used to create and access crowds of people.[16][17] In this respect, crowd sourcing has been considered to encompass three separate, but stable techniques; competition crowd sourcing,[16] virtual labor market crowd sourcing, and open collaboration crowdsourcing.[18]

Henk van Ess, a college lecturer in online communications, emphasizes the need to "give back" the crowdsourced results to the public on ethical grounds. His non-scientific, non-commercial definition is widely cited in the popular press:[19]

"Crowdsourcing is channeling the experts' desire to solve a problem and then freely sharing the answer with everyone".

Despite the multiple definitions of crowdsourcing, one constant has been the broadcasting of problems to the public, and an open call for contributions to solving the problem. Members of the public submit solutions which are then owned by the entity which broadcast the problem. In some cases, the contributor of the solution is compensated monetarily, with prizes or with recognition. In other cases, the only rewards may be kudos or intellectual satisfaction. Crowd sourcing may produce solutions from amateurs or volunteers, working in their spare time, or from experts or small businesses which were unknown to the initiating organization.[6]

Another consequence of the multiple definitions is the controversy surrounding what kinds of activities can be considered crowd sourcing.

In world practice the following types of crowd sourcing are known:
– crowdcreation;
– crowdfunding;
– crowdvoting;
– crowd wisdom or wisdom of the crowd.
– «crowdrecruiting».

The definition of a crowd sourcing is: specialized operation implementation is carried out by a large group of people. The model of crowdsourcing includes organization, methodology and specialized staff, customized for certain tasks based on the development of the set conditions [2].

The objectives of crowd sourcing are:
– Collection and processing of information,
– Collection and processing of constructive ideas;
– Calls for proposals for projects;
– The formation of independent experts.
Variations in the types of crowd sourcing
– Passive (receive-only) and active (constructive dialogue);
– Internal (within an organization or community of experts) and external (without restrictions);
– Traditional (finding the best ideas among many ideas) and intellectually (finding the best set of ideas based on their collective selection).

Today, the Internet is filled with thousands of sites, mechanisms, and different software systems to perform various crowd sourcing tasks, some of the platform are independent, among them are well-known brands such as: Nike, Coca-Cola, Ford, Procter & Gamble, Starbucks, Nokia, etc. Look at me, Wikipedia, Witology are internet sites where people can publish useful information are examples of crowd sourcing. After the earthquake and nuclear disaster at Fukushima in Japan, the internet provided a map where volunteers could find troubled areas.

Starbucks, which is a global coffee drinks brand, created a website MyStarbucksidea.com, where every visitor can share their ideas or suggestions for Starbucks improvements. As a result, in two years 50 out of 20,000 have been implemented and used by Starbucks.

Crowd sourcing is also widely used in commercials. For example, Ford Corporation used Filmaka.com, an internet site, to declare a competition where any contestant could tape a commercial of a new «Ford Mustang». As the competition ended the best video was broadcast on TV, and the winner got a brand new car. Ford won even more because crowd sourcing was more effective and cheaper than advertising.

In Kazakhstan practice, G-Global communication platform created by initiative of Kazakhstan President could be an example of this method, it's goal is to to solve various problems and finding solutions to global problems. Initiative students, politicians and economists from around the world can be a part of G-Global.

A business model based on the transfer of certain jobs as a large group of customers to third parties. Using the Internet allows you to easily and cheaply organize and coordinate customer interactions, and also allows us to consider the problem, which in the absence of the Internet era was even hard to imagine. Crowd sourcing can give meaning to create a product or service and strengthen useful connections between consumers and the company.

One the most challenging tasks for companies is to innovative with the goal of offering products / services to consumers. For some companies, the innovation process can be very closed in order to avoid competitors from being tipped to future plans. Such potential threat has not scared off companies that have embraced a web 2.0 culture where sharing ideas and information can benefit everyone. A company that is using a social media tool to aid them in developing new products is the coffee house chain, Starbucks.

Via their crowd sourcing platform, My Starbucks Idea, the company is able to have a hub where consumers can share their ideas regarding anything that is linked to the brand, specifically:

– Products

– In-store experience

– Involvement (i.e. social responsibility, building community, etc.)

Figure 1 is a screenshot of an entry made by a community member making a suggestion that Starbucks bring back old blends of coffee.

Analysis has shown that there is a negative aspect of crowd sourcing. In the development of virus control using internet craftsmen of different programs, we cannot guarantee that your applications are secure and hackers do not encode the elements of a malicious code into the final product. This also deserves attention ten rules of effective crowd sourcing, which was formulated by Jeff Howe:

– Choose the model;

– Choose the target group;

– Choose the reward;

– Keep the pink slips in the drawer ("the crowd" is not able to do all the work);

– Consider the dumbness of the "crowd" (follow the principle of benevolent dictatorship);

– Simplify the task and divide it into parts;

– Remember the law of Sturgeon, which is named for the science fiction writer Theodore Sturgeon, which states that 90% of all information – garbage

– Remember 10% – "antidote" law Sturgeon (let the "crowd" to choose the best);

– The community is always right;

– Ask not what the "crowd" can do for you, but you for the "crowd."

Crowd sourcing is one of the new realities of the economy. It gradually changes the world. As the experience of international companies, due to the method consumers are beginning to participate in the production and promotion of products, many products are sold exclusively by the ordinary people. In a market economy, any organization should certainly focus on the consumer. Since this is the key to success and the guarantor of trust.

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