Solving Public Problems with CROWDSOURCING
BETH SIMONE NOVECK

Solving Public Problems with CROWDSOURCING
SOLVING HARD PROBLEMS WITH CROWDSOURCING

- What is the impact of the vast growth of energy production in the US on your export business?
- Who are the global experts in horizontal drilling and its environmental consequences?
- What are likely scenarios in Syria or in the middle east?
- How do we enhance our manufacturing exports?
- What is the least expensive and best way to deliver mental health services to veterans?
- What should the bus stop or pay phone of tomorrow look like?
- How do we decrease childhood obesity?
- Which of our regulations impede entrepreneurship and how do we improve them?
[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.

Jeff Howe
Solving Public Problems with CROWDSOURCING

BETH SIMONE NOVECK

TALK

CROWDSOURCING: A BILLION AMATEURS WANT YOUR JOB

Wired Red

THE 2006 RAVE AWARDS

SUPERHEROES OF THE WIRED WORLD

DIRECTOR BRYAN SINGER REINVENTS SUPERMAN

JEFF HOWE

CROWDSOURCING

WHY THE POWER OF THE CROWD IS DRIVING THE FUTURE OF BUSINESS
DEMOCRATIZING PROBLEM SOLVING

"Without power and independence, a town may contain good subjects, but it can have no active citizens."

DeTocqueville
“We] “simply do not have enough genes to program the brain fully in advance,” we must work together, extending and supporting our own intelligence with “social prosthetic” systems that make up for our missing cognitive and emotional capacities: “Evolution has allowed our brains to be configured during development so that we are ‘plug compatible’ with other humans, so that others can help us extend ourselves.”

Harvard Group Brain Project
WHAT GROUPS DO WELL

- Unconnected Tasks
- Connected Tasks
- Combined Tasks
- Networked Tasks
- Collaborative Tasks
Using Networked Groups to Expand the Toolkit for Problem Solving
IDEAS

Open Innovation: Generating Innovative Ideas to Solve Problems
BETH SIMONE NOVECK

TALK
Solving Public Problems with CROWDSOURCING

Co-Creation Hub

ACCELERATE. NDVLE. SOCIAL TECHNOLOGY. HIGH-GROWTH. HIGH-IMPACT. RESULTS-ORIENTED. IDEAS. PROTOTYPE. SOLUTIONS. EXPERIMENTATION. PROOF-OF-CONCEPT.

Got a novel tech idea that you’d like to prove? Apply for pre-seed funding & support.

CCHUB is a social innovation centre dedicated to accelerating the application of social capital and technology for economic prosperity.

Our Projects

wayoPEDIA

NIGERIAN CONSTITUTION

SUBMIT YOUR IDEA FOR SUPPORT

COURTESY: The Tony Elumelu Foundation
Solving Public Problems with CROWDSOURCING

The NHS Patient Feedback Challenge has been designed to support the spread of great approaches which use feedback from patients to improve services. It has been created and managed by the NHS Institute and funded by the Department of Health.

The projects were selected following their bid for a share of the £1 million Challenge fund, which was set aside to support the most promising approaches to measuring and improving patient experience. All projects which are led by an NHS organisation have built specialised project teams to share and spread their successes, these teams include specialist collaborators from the commercial and third sector along with spread partner organisations from within the NHS.

Since their journey began in August, spread has taken place across forty three new organisations and 75 wards, services or divisions across the NHS.
Measure your carbon footprint on the move

CarbonDiem is a revolutionary new smartphone application that quantifies the impact of travel choices. CarbonDiem is automatic, comprehensive and doesn’t compromise individual privacy.

Make smarter travel choices

Transport represents a third of global green house gas emissions. New legislation, reporting requirements and pressure from a range of stakeholders, are raising demands for better environmental reporting. CarbonDiem helps businesses, governments and individuals to make smarter choices about their travel.
Smarter Governance: Getting Better Information to Solve Problems
Map anything.

Effortlessly share your world.

Create immersive maps.
Quickly pin new or existing posts, then dive into your interactive, full-screen map.

Follow maps you like.
Keep up with the latest posts from maps and people you’re interested in.

Find crowdsourced information.

Effortlessly add media.
Publish text, photos and multimedia to any map, from any web-browsing device.

Search the crowd.
Find real-time information from anywhere in the world, about any topic.
Solving Public Problems with CROWDSOURCING
Tasks and Doing More with Less: Collaborating with the Crowd to Get Things Done
Solving Public Problems with CROWDSOURCING

The TED Open Translation Project brings TEDTalks beyond the English-speaking world by offering subtitles, interactive transcripts and the ability for any talk to be translated by volunteers worldwide. Learn more →

Published translations
101 Languages (New)
9817 Translators (view)
42776 Translations

Translators in progress
144 Languages
2716 Translators
10936 Translations

Most recent translation
Juan Enriquez: Your online life, permanent as a tattoo
Japanese

Languages with the most translated talks
See all languages →
Solving Public Problems with CROWDSOURCING

BETH SIMONE NOVECK

TALK

广东省深圳市饮，娱乐业服务定额发票

发票代码 244031477101
发票号 22015617

广东省深圳市

壹拾元整

开票日期：年月日
ECONOMIC GROWTH
Crowdsourcing as a Strategy for Economic Growth
Solving Public Problems with CROWDSOURCING

Samasource is an innovative social business that connects women and youth living in poverty to dignified work via the Internet.

Our Mission

Learn more >>

What's New

Leila Janah Talks about Ending Poverty in the Digital Era

Why We're Different

Read More >>
BETHSIMONE NOVECK

Solving Public Problems with CROWDSOURCING

The markets are closed during the weekend. Trading activity feed is still showing orders.

Live Activity Feed

Showing most recent activities made by real people

- sjinjigwa started copying alyagoot
  - less than a minute ago from Ireland
  - Like | Comment | Follow

- Lukas82 stopped copying cara951
  - less than a minute ago from Germany
  - Like | Comment | Follow

- LuisAlvarado started copying javiersilverio
  - less than a minute ago from Panama
  - Like | Comment | Follow

- KishMina stopped copying alexfrank1114
  - about a minute ago from Egypt

Top Performers

- javiersilverio
  - Spain
  - >300%

- Subhki9
  - Pakistan
  - >300%

- Blackbay
  - Norway
  - >300%

- jmumbas
  - Indonesia
  - >300%

- mi198527
  - United Kingdom
  - >300%
expert answers to your questions

Stack Exchange is a fast-growing network of 104 question and answer sites on diverse topics from software programming to cooking to photography and gaming. We build libraries of high-quality questions and answers, focused on the most important topics in each area of expertise. From our core of Q&A, to community blogs and real-time chat, we provide experts with the tools they need to make The Internet a better place. Learn more about us...

104 Q&A sites  3.5 million users  6.4 million questions  11.7 million answers

Our Q&A sites are free and open to everyone

Q&A for power users of Apple hardware and software
Q&A for contractors and serious DIYers
Q&A for people who build and repair bicycles, people who train cycling, or commute on bicycles

Some recently active questions from our network
**All Design Contests**

Our team of design professionals compete to produce a unique design for you. Post a contest, review the designs and pick a winner, it's that easy.

<table>
<thead>
<tr>
<th>Contest Title</th>
<th>Contest Holder</th>
<th>Ends</th>
<th>Entries</th>
<th>Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuevo(s) postcard or flyer</td>
<td>Mfivez</td>
<td>won</td>
<td>55</td>
<td><strong>$159</strong></td>
</tr>
<tr>
<td>Create a shirt design for Gas Punk - a new petrolhead brand</td>
<td>virato</td>
<td>won</td>
<td>106</td>
<td><strong>$19</strong></td>
</tr>
<tr>
<td>High Impact CXO needs a new illustration</td>
<td>Dave.garnett</td>
<td>won</td>
<td>17</td>
<td><strong>$399</strong></td>
</tr>
<tr>
<td>New postcard or flyer wanted for Precision CFO Solutions</td>
<td>Aberis.scott</td>
<td>won</td>
<td>29</td>
<td><strong>$199</strong></td>
</tr>
<tr>
<td>Create the next logo for Lisa Prosen</td>
<td>Lisa.prosen</td>
<td>won</td>
<td>38</td>
<td><strong>$299</strong></td>
</tr>
</tbody>
</table>
OPINIONS

Prioritizing Agendas and Allocating Resources
Mobile-Enhanced Participatory Budgeting in the DRC

Submitted by Felipe Estefan on Mon, 02/13/2012 - 12:38
Co-authors: Boris Weber

In the Democratic Republic of the Congo, Information and Communication Technologies (ICTs) are helping increase citizen participation, positively transforming the relation between citizens and their government, ultimately resulting in more effective public service delivery.

Mobile phones are performing a key role in enhancing transparency and accountability. Mobile penetration in the DRC is increasing rapidly, from 16% to an estimated 47% in 2013. In addition, 55% of the country's population resides in areas currently covered by mobile networks, including most rural areas from the eastern province of South Kivu.

The country has long suffered from conditions that have prevented the full development of its citizens and communities. Citizens have suffered the effects of conflict, and remain, in many cases, unable to access...
Tuulivoimalat pelastavat maailman?

**OTA KANTAA**

**TOIMENPIDE- JA LAKIEHDOTUKSET (7)**

- Kansalaisaloite tasa-arvoisesta avoliittolaista »
- Kansanäänestys mietojen alkoholijuomien myynnin vapauttamisesta »
- Lakiehdotus turkistarhaamisen kieltämiseksi »
- Järkeä tekijänoikeuslakiin »
- Velkakattolaki »
- ENERGIAJUOMAT K16 - Kansalaisaloite energiakalenteiden myynnin kieltämisestä alle »

Keräys käynnissä: 19.03.2013 – 19.09.2013

Keräys päättyy: 01.10.2012 – 01.04.2013
Keräys päättyy: 01.09.2012 – 03.03.2013
FUNDING

Funding Public Goods through Crowdsourcing
Solving Public Problems with CROWDSOURCING
From NIMBY to YIMBY—Yes in my backyard!

Brickstarter enables everyday people, using everyday technology and culture, to articulate and progress sustainable ideas about their community. Brickstarter is a platform to turn possibilities into proposals into projects.

What happens next?

From the very start, the response to Brickstarter has been incredible. We knew as soon as we started writing (and seeing your anxious inquiries about our launch date) that we had hit a nerve. The momentum behind crowdfunding in contemporary culture and the equally great frustration with the opacity of the way our cities evolve proved to be two ideas that resonate together.

As we’ve tried to underscore through successive updates to this website, Sitra is making a prototype but we are not building Brickstarter, and certainly not as a globally available service. Flowing from Sitra’s role in Finland, we are attempting to build just enough to prove the viability of the idea, and then let others take over. Brickstarter is a provocation.

We talk about it as if it already exists because we are sure that it will in a few years time through the efforts of Neighborhood, IDEO, Joukkoesikeli, Kickstarter, and others who are nibbling on this problem from different angles. We’ve used the existing work on crowdfunding and crowdsourcing to highlight some of real challenges that will have to be addressed as these approaches are applied to the built environment.

Thirteen months into this effort we are at an inflection point. Shortly we will begin an experiment with the city of Kotka in eastern Finland. Simultaneously we will publish a book that summarizes our research and prototyping with Brickstarter. It should be available in May via this website as a free PDF as well as a physical copy, though we don’t know how distribution is going to work just yet. The book describes the role of...
WHY PEOPLE PARTICIPATE

- Accomplishing a goal
- Engaging in the life of our democracy
- Demonstrating skills and mastery
- Community connection
- Earning money
- Doing stuff that matters
WHY DO IT: ADVANTAGES OF CROWDSOURCING

- Access to Smart People with Talent
- Going Beyond the Usual Suspects
- Building New Constituencies of Supporters
- Sustaining Your Mandate Post-Election
- Spotting Problems Faster
- Finding More Creative Solutions
- Developing New Ways to Implement Real Changes
SOLVING HARD PROBLEMS WITH CROWDSOURCING

- What is the impact of the vast growth of energy production in the US on your export business?
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- What should the bus stop or pay phone of tomorrow look like?
- How do we decrease childhood obesity?
- Which of our regulations impede entrepreneurship and how do we improve them?
IF WE BUILD IT, WILL THEY COME:
Designing an Effective Crowdsourcing Strategy
HOW TO DO IT

1. Identify the problem
2. Define the process to fit the problem
3. Compare precedents
4. Compress the timeframe
5. Create incentives (make it fun/prize)
6. Identify and reach the audience
7. Give people the data
8. Be committed to act
9. Give feedback

Solving Public Problems with CROWDSOURCING
Identify the problem

Define the process to fit the problem

Compare precedents

Compress the timeframe

Create incentives (make it fun/prize)

Identify and reach the audience

Give people the data

Be committed to act

Give feedback
Identify the Problem

<table>
<thead>
<tr>
<th>Patent Project: Community Peer Review of Patents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>THE PEER TO PATENT PROJECT:</strong></td>
</tr>
<tr>
<td>Community Peer Review of Patents</td>
</tr>
</tbody>
</table>

- **Patent**
- **Workshops & Events**
- **Prototypes & Proposals**
- **People**
- **Community**
Solving Public Problems with CROWDSOURCING

1. Identify the problem
2. Define the process to fit the problem
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Identify and reach the audience

Create incentives (make it fun/prize)
Define the Process to Fit the Problem

Patent applicant requests participation in Community Patent Review

Application published online; open comments for 4 months

Electronic notifications go to interested reviewers

Reviewers build knowledge base of comments and prior art

Reviewers evaluate and/or rank prior art references for patent applications

Results of prior art search are sent to patent examiner and inventor

Examiner considers community prior art submissions to determine patentability

Excellent reviewers are recognized

Visualization aids for number of applications and overall activity.
Solving Public Problems with CROWD SOURCING

1. Identify the problem
2. Define the process to fit the problem
3. Compare precedents
4. Compress the timeframe
5. Create incentives (make it fun/prize)
6. Give people the data
7. Identify and reach the audience
8. Give feedback
9. Be committed to act
10. Provide feedback
Compare Precedents
Solving Public Problems with CROWDSOURCING
Stack Exchange is a fast-growing network of 101 question and answer sites on diverse topics from software programming to cooking to photography and gaming. We build libraries of high-quality questions and answers, focused on the most important topics in each area of expertise. From our core of Q&A, to community blogs and real-time chat, we provide experts with the tools they need to make the Internet a better place. Learn more about us...

101 Q&A sites 3.4 million users 6.2 million questions 11.4 million answers

Explore our sites!

Our Q&A sites are free and open to everyone
Solving Public Problems with CROWDSOURCING

1. Identify the problem
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9. Be committed to act

Commitment to act

Feedback

Data

Incentives
Compress the Timeframe
Solving Public Problems with CROWD SOURCING

1. Identify the problem
2. Define the process to fit the problem
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4. Compress the timeframe
5. Create incentives (make it fun/prize)
6. Give feedback
7. Be committed to act
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9. Identify and reach the audience

Be committed to act

Give feedback

Define the process to fit the problem

Compare precedents

Compress the timeframe

Create incentives (make it fun/prize)

Give people the data
Make It Fun
1. Identify the problem
2. Define the process to fit the problem
3. Compare precedents
4. Compress the timeframe
5. Create incentives (make it fun/prize)
6. Give feedback
7. Be committed to act
8. Give people the data
9. Identify and reach the audience

Solving Public Problems with CROWDSOURCING
Identify and Reach the Audience

FINDING EXPERTS

How to Find Who Knows What
An interdisciplinary network
Enabling collaboration and discovery among scientists across all disciplines.

The network of scientists will facilitate scholarly discovery. Institutions will participate in the network by installing VIVO, or by providing semantic web-compliant data to the network.
Identify the problem
Define the process to fit the problem
Compare precedents
Compress the timeframe
Create incentives (make it fun/prize)
Identify and reach the audience
Give feedback
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CROWDSOURCING QUESTIONS NOT JUST ANSWERS
Harvard Type 1 Diabetes Challenge

Enable many more individuals to propose ideas
Increase number and diversity of evaluators
Match selected ideas to new, diverse research teams
CROWDSOURCING

CHALLENGES
Sometimes the Crowd Isn’t So Wise
Crowdturfing
Democracy Theatre

High

Command and Control

FOCUSED COLLABORATION

Focus

Classic Trade-Off

Low

A Thousand flowers bloom

Low

Participation

High

BETH SIMONE NOVECK
TALK
Solving Public Problems with CROWDSOURCING

67

Democracy Theatre

Classical Trade-Off

Focus

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A Thousand flowers bloom

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67
PUBLIC VS. PRIVATE CHALLENGES: How is Solving Public Problems Different from Solving Private Ones?

- Public institutions do not have a well developed culture of asking questions.
- There is little institutional readiness to incorporating good ideas from outside.
Bureaucracies lack access to good technology or people who can use it.

The public distrusts the seriousness of the intention.

Leaders often distrust the ability of the public to crowdsourc e wisely.
WHAT WE DON’T YET KNOW
RE-DESIGNING GOVERNANCE

- What tools and design should be considered?
- How long should the initiative run?
- What will drive participation? What are the incentives?
- Who is my target audience/participant? How can I reach them? How many are needed?
- What is the level of readiness/tech literacy of my participants?
- What resources can I provide participants?
- How will entries be evaluated? How will prize-based challenges be judged?
- How will entries be curated and/or quality assurance be controlled?
RE-IMAGINING HOW WE GOVERN
Creating New Mental Models
We need leadership to take on the best properties of the network, becoming more about connection, more human and more comfortable with our inevitable human limitations.

David Weinberger

Author of Too Big to Know: Rethinking Knowledge Now That the Facts Aren’t the Facts, Experts Are Everywhere, and the Smartest Person in the Room Is the Room
“The openness of one’s work, the democracy and transparency of an activity — this is not just a mechanism to raise the effectiveness of government... It is a strengthening of the traditions of civil society and offers new opportunities for social initiatives.”

Vladimir Putin
Solving Public Problems with CROWDSOURCING

BETH SIMONE NOVECK

JUNE 14, 2013