INTRODUCTION TO CROWDSOURCING

Crowdsourcing is the practice of utilizing the wisdom of a group for a common goal. It is best applied when attempting to solve complex problems in an innovative way or streamline intricate processes.

Crowdsourcing is also a sourcing model in which individuals or organizations obtain goods and services, including ideas, voting, micro-tasks and finances, from a large, relatively open and often rapidly-evolving group of participants. Currently, crowdsourcing typically involves using the internet to attract and divide work between participants to achieve a cumulative result.

The word crowdsourcing itself is a portmanteau of crowd and outsourcing. The term was first coined by Jeff Howe in a 2006 article about the practice. Though people across the globe have been the biggest contributor to the growing interest in the practice.