

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 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 1 people across the globe has been the biggest contributor to the growing interest in the practice.