



Ever Considered¹ Crowdsourcing²?

First featured³ as a term⁴ in Wired Magazine in 2006, crowdsourcing is actually nothing new, but driven by the power of the Internet, its popularity has been expanding⁵ exponentially⁶. **George Sandford** follows the crowd to see what all the noise is about.

The Basic Concept

The modern **notion**⁷ of crowdsourcing is that it's a **portmanteau**⁸ word made from the words crowd plus outsourcing; that's as may be, but in many ways, it's an idea as old as the hills⁹. Working on the basis that **two heads are better than one**¹⁰, two hundred or even two hundred thousand heads may be **better still**¹¹. The crowd becomes an external **resource**¹² that the crowdsourcer can **tap into**¹³, often **free of charge**¹⁴. What is being looked for may **vary**¹⁵ and can include seeking ideas or solutions to problems, **freelance workers**¹⁶ or funding. The Internet has made crowdsourcing a **viable**¹⁷ option for everyone from **individuals**¹⁸ to governments, so let's look at some of its most common forms.

Open Competitions¹⁹

In search of an answer to a problem, organisations can **throw it open**²⁰ to the

public or at least a wide group of people. One such early example was a competition that **resulted in**²¹ the **ingenious**²² **schematic**²³ London **Underground**²⁴ map which was designed by London Transport employee and **electrician**²⁵, Harry Beck. He won a **measly**²⁶ 10 guineas for his conceptual **masterpiece**²⁷ and continued to work for LT for the rest of his working life. Well before the days of the Internet, the BBC invited children to send in their suggestions (by **snail mail**²⁸) to name a **storytelling**²⁹ programme – called 'Jackanory' – as well as asking them to name pets on its **flagship**³⁰ programme, Blue Peter. Television would **remain wise to**³¹ the opportunities **provided**³² by **audience**³³ participation as technology developed.

Wisdom³⁴ of the Crowd

Don't know the answer to the GBP 64,000 question? What will you do, go 50-50, call a friend or ask the audience?

The last of these options is pure crowdsourcing and surely the **majority**³⁵ of people will know the right answer. Whether they do or not, we can give them the power to decide peoples' **fate**³⁶ through crowdvoting, not in an **election**³⁷ but through **real-time**³⁸, **in-show**³⁹ voting to decide which **contestant**⁴⁰ has the most, or least, talent. Many TV music channels use viewers' votes to **determine**⁴¹ which song will be played next; to hear your favourite, **text**⁴² now. But isn't this all a little bit trivial?

Surely there are more serious economic applications of this model? **Too right**⁴³, and the **big boys**⁴⁴ are in on the act⁴⁵ too. Coca-Cola **encourage**⁴⁶ people to send in short **handmade**⁴⁷ movies as part of their 'Where Will Happiness Strike⁴⁸ Next?' campaign; food **processing**⁴⁹ giant General Mills has used customers to provide **input**⁵⁰ on a range of product aspects such as ingredients and packaging. Customers can contact them **via**⁵¹ their 'Submit⁵² a new idea' **tab**⁵³ on their website. Nokia, who describe themselves »

¹ **to consider sth** tə kən'sɪdə(r) 'sʌmθɪŋ zastanowić się nad czymś

² **crowdsourcing** ,kraʊd'sɔːsɪŋ rodzaj współpracy przy tworzeniu produktu lub usługi, w której bierze udział duża grupa niezwiązanych ze sobą osób (a nie profesjonalisci z jednej firmy)

³ **to feature** tə 'fi:tʃə(r) przedstawiać, ukazywać

⁴ **term** tɜːm pojęcie

⁵ **to expand** tu ɪk'spænd wzrastać, rozwijać się

⁶ **exponentially** ,ekspə'nenʃəli w postępie geometrycznym

⁷ **notion** 'nəʊʃn pojęcie

⁸ **portmanteau** pɔːt'mæntəʊ zlepek dwóch słów

⁹ **as old as the hills** əz əʊld əz ðə hɪlz stary jak świat

¹⁰ **two heads are better than one** tu: hedz ə(r) 'betə(r) ðən wʌn co dwie głowy, to nie jedna

¹¹ **better still** 'betə(r) stɪl jeszcze lepszy

¹² **resource** rɪ'sɔːs zasób/zasoby

¹³ **to tap into sth** tə tæp 'ɪntə 'sʌmθɪŋ skorzystać z czegoś (np. dotychczas nietkniętego)

¹⁴ **free of charge** fri: əv tʃɑːdʒ za darmo

¹⁵ **to vary** tə 'veəri różnić się

¹⁶ **freelance worker** 'fri:lɑːns 'wɜːkə(r) frilanser, wolny strzelec

¹⁷ **viable** 'vaɪəbl realny, rentowny

¹⁸ **individual** ,ɪndɪ'vɪdʒuəl osoba

¹⁹ **competition** ,kɒmpə'tɪʃn konkurs, zawody

²⁰ **to throw it open** tə θrəʊ ɪt 'əʊpən otworzyć (na coś/do czegoś) drzwi

²¹ **to result in sth** tə rɪ'zʌlt ɪn 'sʌmθɪŋ poskutkować czymś

²² **ingenious** ɪn'dʒɪːniəs pomysłowy

²³ **schematic** ski:'mæti:k tu: schematyczny

²⁴ **underground** ,ʌndə'graʊnd metro (UK)

²⁵ **electrician** ɪ,lek'trɪʃn elektryk

²⁶ **measly** 'mi:zli marny

²⁷ **masterpiece** 'mɑːstəpi:s arcydzieło

²⁸ **snail mail** sneɪl meɪl poczta (tradycyjna)

²⁹ **storytelling** 'stɔːrɪtelɪŋ tu: opowiadający historie

³⁰ **flagship** 'flæɡʃɪp sztandarowy

³¹ **to stay/remain wise to sth** tə steɪ rɪ'meɪn wɑɪz 'sʌmθɪŋ tu: dobrze rozumieć znaczenie czegoś, nie bagatelizować czegoś

³² **to provide** tə prə'vaɪd zapewnić

³³ **audience** 'ɔːdiəns widownia

³⁴ **wisdom** 'wɪzdəm mądrość

³⁵ **majority** mə'dʒɔːrəti większość

³⁶ **fate** feɪt los

³⁷ **election** ɪ'lekʃn wybory

³⁸ **real-time** rɪəl taɪm odbywający się w czasie rzeczywistym (tylko przed rzeczownikiem)

³⁹ **in-show** ɪn ʃəʊ odbywający się w trakcie show, będący częścią show (tylko przed rzeczownikiem)

⁴⁰ **contestant** kən'testənt zawodnik

⁴¹ **to determine** tə dɪ'tɜːmɪn określić

⁴² **to text** tə tekst wysłać wiadomość tekstową (SMS)

⁴³ **too right!** tu: raɪt a jak!, no pewnie! (pot., slang.)

⁴⁴ **the big boys** ðə bɪɡ bɔɪz grube ryby, najwięksi gracze

⁴⁵ **to be in on the act** tə bi ɪn ɒn ðɪ ækt zarabiać na jakiejś okazji

⁴⁶ **to encourage** tu ɪn'kʌrɪdʒ zachęcać

⁴⁷ **handmade** ,hænd'meɪd zrobiony własnoręcznie

⁴⁸ **to strike** tə straɪk uderzyć, trafić

⁴⁹ **processing** 'prəʊsesɪŋ przetwórstwo

⁵⁰ **input** 'ɪnpʊt tu: opinia, wkład własny

⁵¹ **via** 'vɪə za pośrednictwem

⁵² **to submit** tə səb'mɪt przedstawić

⁵³ **tab** tæb karta, zakładka (w programie, na stronie)

as “a global community”, have followed suit⁵⁴ with their “New ideas offered” tab. That’s great for the big guns⁵⁵ of industry, but how can a poor boy or girl earn a crust⁵⁶ from crowdsourcing?

Microworking

Once again, this is really a new word for an old idea, as technology gradually⁵⁷ changes us back into a society of home workers. Before the days of the industrial revolution, much of the work relating

to⁵⁸ clothes-making was farmed out⁵⁹ to home-based⁶⁰ workers doing piecework⁶¹ – that is, being paid by the number of pieces of work produced. It was usually low-paid⁶², laborious⁶³ work involving long hours.

Amazon’s Mechanical Turk offers the opportunity for people to earn money by performing⁶⁴ small tasks. Their site states: “We give businesses and developers access to an on-demand⁶⁵, scalable⁶⁶ workforce. Workers select from thousands of tasks and work whenever it’s convenient⁶⁷.”

The tasks on offer⁶⁸ include translations, searching keywords, tagging⁶⁹ images and watching and commenting on videos. Most of the activities pay a very small fee⁷⁰ such as two or three US cents. A smart and productive person may be able to pick up⁷¹ one or two dollars an hour in this way. That might be considered a pittance⁷² in the west, but to many people in Third-World countries⁷³, it could amount to⁷⁴ a decent⁷⁵ whack⁷⁶. Nonetheless, some feel that this smacks of⁷⁷ exploitation⁷⁸. Critics also say that people working on these terms⁷⁹ generally earn less than the minimum wage⁸⁰ and do not enjoy the protection afforded by⁸¹ employment law. On the other hand, it might be argued⁸² that it provides people who might not otherwise have the opportunity, the chance to earn a few bob⁸³ whenever they want to or for as long as they are able to.

Crowdfunding⁸⁴

This is perhaps the most exciting member of the crowdsourcing family and offers the chance to turn dreams into reality. Have you got a great idea or innovative⁸⁵ product but lack⁸⁶ the wherewithal to⁸⁷ bring it to fruition⁸⁸? Then crowdfunding is definitely a finance package worth checking out⁸⁹. Gone are the days when⁹⁰ you needed to go cap in hand⁹¹, grovelling⁹² to the bank manager; now you can go straight to the market to finance your project. Rather than seeking just one backer⁹³, you look for hundreds or even thousands to invest a small amount in exchange for⁹⁴ a piece of the action⁹⁵. Say, for example, that you are a band wanting to fund the recording of an album, you get people to invest in exchange for benefits⁹⁶, such as a signed copy of the album, free entry⁹⁷ to your concerts, T-shirts and the like⁹⁸. The model can be applied to virtually⁹⁹ anything from a wildlife¹⁰⁰ park to a computer game. But how do you go about it?

It’s best to use one of the main crowdsourcing websites such as Kickstarter, IndieGogo or RocketHub.

⁵⁴ **to follow suit** tə 'fɒləʊ su:t pójść w czyjś ślad

⁵⁵ **the big guns** ðə bɪɡ ɡʌnz najwięksi/najpotężniejsi gracze

⁵⁶ **to earn a crust** tu z:n ə kɹʌst zarobić na kawałek chleba (UK, pot.)

⁵⁷ **gradually** 'ɡrædʒʊəli stopniowo

⁵⁸ **relating to sth** rɪ'leɪtɪŋ tə 'sʌmθɪŋ odnoszący się do czegoś, związany z czymś

⁵⁹ **to farm sth out** tə fɑ:m 'sʌmθɪŋ aʊt zlecić coś komuś (na zewnątrz)

⁶⁰ **home-based** həʊm beɪst mający siedzibę w domu

⁶¹ **piecework** 'pi:swɜ:k praca na akord

⁶² **low-paid** ləʊ peɪd nisko opłacany

⁶³ **laborious** lə'beɪəriəs mozolny

⁶⁴ **to perform** tə pə'fɔ:m wykonywać

⁶⁵ **on-demand** ɒn dɪ'mɑ:nd na życzenie/żądanie (tylko przed rzeczownikiem)

⁶⁶ **scalable** skeɪləbl rozbudowywalny, skalowalny

⁶⁷ **convenient** kən'vi:nɪənt wygodny, dogodny

⁶⁸ **on offer** ɒn'ɒfə(r) w ofercie, dostępny

⁶⁹ **to tag sth** tə tæg 'sʌmθɪŋ otagować coś, opatrywać coś tagiem/etykietką

⁷⁰ **fee** fi: opłata

⁷¹ **to pick up** tə pɪk ʌp tu: zyskać, zarobić

⁷² **pittance** 'pɪtns nędzne grosze

⁷³ **Third-World countries** θɜ:d wɜ:l'd 'kʌntrɪz kraje trzeciego świata

⁷⁴ **to amount to X** tu ə'maʊnt tə wynieść X, stanowić X

⁷⁵ **decent** 'di:snt niezły, przyzwoity

⁷⁶ **whack** wæk dola, działka (UK, pot.)

⁷⁷ **to smack of sth** tə smæk əv 'sʌmθɪŋ pachnieć czymś, przypominać coś

⁷⁸ **exploitation** 'eksplɔɪ'teɪʃn wyzysk

⁷⁹ **on X terms** ɒn tɜ:mz na X warunkach

⁸⁰ **minimum wage** 'mɪnɪməm weɪdʒ minimalna płaca

⁸¹ **sth afforded by sth** 'sʌmθɪŋ ə'fɔ:dɪd baɪ 'sʌmθɪŋ coś, na co pozwala coś, coś, co daje coś

⁸² **it might be argued...** ɪt maɪt bi 'ɑ:gju:d można pokusić się o stwierdzenie..., można utrzymywać, że...

⁸³ **a few bob** ə fju: bɒb sporo szmalu (pot., UK)

⁸⁴ **crowdfunding** kɹaʊd 'fʌndɪŋ wspieranie prywatnego projektu przez dużą liczbę osób zainteresowanych (najcz. duża ilość osób prywatnych, w małych kwotach i przez Internet)

⁸⁵ **innovative** 'ɪnəveɪtɪv nowatorski

⁸⁶ **to lack sth** tə læk 'sʌmθɪŋ nie mieć czegoś

⁸⁷ **the wherewithal to do sth** ðə 'weəwɪðəl: tə du 'sʌmθɪŋ środki na zrobienie czegoś

⁸⁸ **to bring sth to fruition** tə brɪŋ 'sʌmθɪŋ tə fruɪʃn ziścić coś, zrealizować

⁸⁹ **to check sth out** tə tʃek 'sʌmθɪŋ aʊt zbadać coś

⁹⁰ **gone are the days when...** ɡɒn ə(r) ðə deɪz wen dawno minęły te dni, gdy/że...

⁹¹ **to go cap in hand (to sb)** tə ɡəʊ kæp ɪn hænd tə 'sʌmbædɪ zwrócić się do kogoś uniżenie (o pomoc/finansie)

⁹² **to grovel** tə 'ɡrɒvl uniżać się, pełzać (przed kimś na kolanach)

⁹³ **backer** 'bækə(r) sponsor, mecenas

⁹⁴ **in exchange for sth** ɪn ɪks'tʃeɪndʒ fɔ(r) 'sʌmθɪŋ w zamian za coś

⁹⁵ **a piece of the action** ə pi:s əv ðɪ'ækʃn kawałek tortu, udział w zyskach/interesie

⁹⁶ **benefits** 'benɪfɪts korzyści

⁹⁷ **entry** 'entri wejście, tu: wejściówka

⁹⁸ **and the like** ənd ðə laɪk i temu podobny

⁹⁹ **virtually** 'vɜ:tʃʊəli praktycznie

¹⁰⁰ **wildlife** 'waɪldlaɪf fauna (i flora)

These provide a platform for fund seekers to **showcase**¹⁰¹ their project and an opportunity for potential investors to view what's on offer. The key is to make an attractive, professional video that explains what your product is all about. Project creators need to set a **funding target**¹⁰² at which level the project will be economically possible and the **pledges**¹⁰³ of money made will be **released**¹⁰⁴ by the crowdsourcing **host**¹⁰⁵ that acts as banker. The amount is **subject to**¹⁰⁶ **expenses**¹⁰⁷ which are typically in the order of¹⁰⁸ five percent of the total funding sought, so that needs to be **factored into**¹⁰⁹ the **estimate**¹¹⁰ of the target figure.

The major sites offer advice on how to **set up**¹¹¹ and manage fundraising **endeavours**¹¹² which **depend heavily on**¹¹³ **buzz**¹¹⁴ and **viral**¹¹⁵ marketing for maximum success. But like all good marketing campaigns, this process helps to create **awareness**¹¹⁶, interest and desire in the product being promoted. Kickstarter has raised funds of around USD 650 mln since its inception in 2009. The website gets nearly 10 million **hits per month**¹¹⁷ and one project, Pebble, an electronic watch for iPhones, **exceeded**¹¹⁸ its USD 10,000 target a **thousandfold**¹¹⁹ to haul



Gone are the days when you needed to go cap in hand, grovelling to the bank manager.

in¹²⁰ USD 10 mln. from a total of around 70,000 backers, proving that **the sky really is the limit**¹²¹.

They say if something sounds too good to be true then it probably is, so are there any **drawbacks**¹²²? A **question mark**¹²³ **hangs over**¹²⁴ **intellectual copyright**¹²⁵ issues, because if you **spill the beans on**¹²⁶ your radical design, there's nothing to stop somebody **unscrupulous**¹²⁷ from **filching**¹²⁸ it, if it hasn't been copyright, patent or **trademark protected**¹²⁹. Furthermore, creating a crowdfunding campaign will not automatically guarantee reaching the funding target; the normal commercial rules apply, where those seeking backing need to have an innovative product that is well promoted and offers **added value**¹³⁰ to the client. If you think your **brainwave**¹³¹ has those qualities, then maybe it's time you used crowdfunding to **kick-start**¹³² your business.

Whether you are looking for customer opinions, solution to a problem, a bit of **pin money**¹³³ or some serious cash, crowdsourcing certainly opens up some new and interesting possibilities that are well worth investigating; which **reminds**¹³⁴ me, I've got this great idea and I just need some investment – would you like to **come in on it**¹³⁵? ■

¹⁰¹ **to showcase sth** tə 'ʃəʊkeɪs 'sʌmθɪŋ zaprezentować coś

¹⁰² **funding target** 'fʌndɪŋ 'tɑ:ɡɪt próg końcowy zbieranych funduszy (lub jeden z pośrednich progów)

¹⁰³ **pledge** pledʒ przyrzeczenie (wsparcia)

¹⁰⁴ **to release** tə rɪ'li:s tu: zrealizować (przelewy, transfery)

¹⁰⁵ **host** həʊst organizator

¹⁰⁶ **to be subject to sth** tə bi 'sʌbdʒɪkt tə 'sʌmθɪŋ podlegać czemuś

¹⁰⁷ **expenses** ɪk'spensɪz koszty

¹⁰⁸ **in the order of X** ɪn ði 'ɔ:ðə(r) əv w okolicach X

¹⁰⁹ **to factor sth into sth** tə 'fæktə(r) 'sʌmθɪŋ 'ɪntə 'sʌmθɪŋ uwzględnić coś w czymś (np. obliczeniach)

¹¹⁰ **estimate** 'estɪmət wartość szacunkowa

¹¹¹ **to set up** tə set ʌp założyć

¹¹² **endeavour** ɪn'devə(r) przedsięwzięcie

¹¹³ **to depend on sth** tə dɪ'pend ɒn 'sʌmθɪŋ zależeć od czegoś

¹¹⁴ **buzz** bʌz szum medialny/ społecznościowy

¹¹⁵ **viral** 'vaɪrəl wiralny, popularny w sieciach społecznościowych

¹¹⁶ **awareness** ə'weənəs tu: znajomość (marki), wiedza (o produkcie)

¹¹⁷ **hits per month** hɪts pə(r) mʌnθ ilość odwiedzin w miesiącu (na stronie internetowej)

¹¹⁸ **to exceed** tu ɪk'si:d przewyżzyć

¹¹⁹ **thousandfold** ,θaʊznd'fəʊld tysiąckrotnie

¹²⁰ **to haul sth in** tə hɔ:l 'sʌmθɪŋ ɪn przynieść coś (np. ogromną ilość czegoś)

¹²¹ **the sky is the limit** ðə skaɪ ɪz ðə 'lɪmɪt możliwości są nieograniczone

¹²² **drawback** 'drɔ:bæk negatyw, wada

¹²³ **question mark** 'kwɛstʃən mɑ:k pytajnik, znak zapytania

¹²⁴ **to hang over sth** tə hæŋ 'əʊvə(r) 'sʌmθɪŋ wisieć nad czymś

¹²⁵ **copyright** 'kɒpɪraɪt prawo autorskie, copyright

¹²⁶ **to spill the beans on sth** tə spɪl ðə bi:nz ɒn 'sʌmθɪŋ wygadać się o czymś, zdradzić tajemnicę

¹²⁷ **unscrupulous** ʌn'skrʊ:pjələs bezwzględny

¹²⁸ **to filch sth** tə fɪltʃ 'sʌmθɪŋ podwędzić coś

¹²⁹ **protected trademark** prə'tektɪd 'treɪdmɑ:k chroniony (prawnie) znak towarowy

¹³⁰ **added value** ədɪd 'vælju: dodatkowa korzyść

¹³¹ **brainwave** 'breɪnweɪv olśnienie, genialny utwór/rzecz

¹³² **to kick-start sth** tə kɪk stɑ:t 'sʌmθɪŋ ruszyć z czymś z kopa, dać czemuś bodziec do rozwoju

¹³³ **pin money** pɪn 'mʌni kieszonkowe, pieniądze na drobne wydatki

¹³⁴ **to remind** tə rɪ'maɪnd przypominać

¹³⁵ **to come in on sth** tə kʌm ɪn ɒn 'sʌmθɪŋ dołączyć się do czegoś, przyłączyć się do (interesu, zyskowej operacji) (pot.)