

Lesson Plan

Module: Crowdsourcing

Learning Unit: What is Crowdsourcing?

<p>Desired Core professional goal</p> <p>Learners will be able to</p> <ul style="list-style-type: none"> – use crowdsourcing as a strategic tool for business innovation and problem-solving. 	<p>Benchmark</p> <p>e-platform</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Empower</p>
<p>Professional micro-learning outcomes</p> <p>Learners will</p> <ul style="list-style-type: none"> – define crowdsourcing and its benefits for SMEs – identify different types of crowdsourcing platforms and tools – apply a step-by-step process to plan and execute a successful crowdsourcing project – evaluate the results and outcomes of your crowdsourcing project – create an action plan for future crowdsourcing initiatives 	
<p>Micro-learning activities</p> <p>Learners will</p> <ol style="list-style-type: none"> 1. watch the video Standard level: Module 3: Empower: What is Crowdsourcing? https://youtu.be/6x6cDrCztMM (3:11) 2. have an option to do the following activities: <ol style="list-style-type: none"> a. Creating an action plan for your crowdsourcing initiatives To help you apply a step-by-step process to plan and execute a successful crowdsourcing project for your own SME follow the Guidelines for developing a crowdsourcing Action plan provided to you with examples to facilitate you with this process. Then use the Crowdsourcing Action Plan Template to draft your own action plan for a crowdsourcing initiative. Share 	

your draft with other learners exchanging feedback for collaborative and mutual improvement using our course forum and/or our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

b. Evaluating the impact of your crowdsourcing action plan for your SME

To help you with this process, you can use the following [Self-assessment questionnaire for your Crowdsourcing Action Plan](#). You may give and receive feedback on your draft from your peers. Please exchange your draft with another learner or team and review their draft using the checklist provided. The checklist includes some criteria and questions for each step of the guidelines you have learned. You can also rate with the rubric provided. Reflect and/or discuss with your team on your feedback and ratings for further feedback and improvement.

3. have an option to see more resources:
 - a. [What is Crowdsourcing? - YouTube](#): This video is an introduction to crowdsourcing, a process of outsourcing tasks to a large group of people online. It explains the benefits of crowdsourcing, such as cost reduction, quality improvement, and innovation. It also gives some examples of crowdsourcing platforms, such as Amazon Mechanical Turk, Wikipedia, and Kickstarter.
 - b. [What is Crowdsourcing ? - YouTube](#): This video is a tutorial on how to use crowdsourcing platforms to get feedback on your design projects. It shows you how to create a project, choose a platform, set a budget, and review the results. It also gives some tips on how to improve your design based on the feedback.
 - c. [Crowdsourcing in 2023: Types, Benefits & Top Use Cases \(aimultiple.com\)](#): This web page explains how crowdsourcing can help businesses reduce costs, increase efficiency, and access diverse talent. It also describes different types of crowdsourcing, such as microtasking, crowdfunding, and contests, and how they can be used for various purposes, such as AI development, market research, e-commerce, and software testing.
 - d. [Top 4 Crowdsourcing Platforms In 2023 + 9 Alternatives \(createandgo.com\)](#): This article presents the top 4 crowdsourcing platforms with comparisons. It also provides some alternative platforms depending on your project.
 - e. [7 Best Crowdsourcing Platforms of 2023 \(Ultimate Guide\) \(adamenfroy.com\)](#): This web page is a guide to the best crowdsourcing platforms of 2022. It reviews seven platforms that offer different services, such as graphic design, software testing, 3D modelling, and more. It also explains what crowdsourcing is, how it works, and what are its benefits.

- f. [Best Free Crowdsourcing Platforms - 2023 Reviews & Comparison \(sourceforge.net\)](#): This web page is a comparison of seven free crowdsourcing platforms that offer different features and services for businesses and individuals. It helps users to find the best platform for their needs by providing ratings, reviews, and descriptions of each platform.
- g. [What Is Crowdsourcing? | How to Use it for Business Growth & Examples \(patriotsoftware.com\)](#): The webpage is an article that explains the concept of crowdsourcing and how businesses can use it for growth. It provides advice on using crowdsourcing for investments, idea generation, finding new partners, data collection, talent acquisition, and problem-solving.