Exercise walk-through

Crowdsourcing ▪ 5.4

eXercise

You must be able to

- explain how **crowdsourcing 众包** obtains input from a large group
- describe how the Internet **enables** crowdsourcing at scale
- identify examples such as **citizen science 公民科学**, reviews, and collaborative funding
- recognize challenges such as reliability and **quality 质量** control

Method — Crowdsourcing

Obtaining input, ideas, or content from a **large group of people**. The **Internet** enables it on a global scale.

Method — Examples

Citizen science (the public helps classify data), product **reviews**, and collaborative **funding**.

Method — Benefits and challenges

Benefits include **diverse contributions** and shared effort; challenges include the **reliability** and **quality control** of crowdsourced data.

Practice 2.1 ▪ 1 mark

Define crowdsourcing.

Solution 2.1

Worked steps

obtaining input, ideas, or content from a large group of people B1.

Practice 2.2 ▪ 1 mark

Give one example of crowdsourcing.

Solution 2.2

Worked steps

any one of: citizen science, online reviews, crowdfunding B1.

Practice 2.3 ▪ 1 mark

State one challenge of crowdsourced data.

Solution 2.3

Method: Benefits and challenges

Worked steps

the reliability or quality of the contributed data B1.

Exam-style 3.1 ▪ 1 mark

Crowdsourcing obtains input from

A one expert

B a large group of people

C a single computer

D no one

Solution 3.1

Method: Crowdsourcing

A one expert

B a large group of people ✓

C a single computer

D no one

Worked steps

B.

Exam-style 3.2 ▪ 1 mark

Crowdsourcing is enabled at a global scale by

A the Internet

B encryption

C a compiler

D a single server

Solution 3.2

Method: Crowdsourcing

A the Internet ✓

B encryption

C a compiler

D a single server

Worked steps

A.

Exam-style 3.3 ▪ 1 mark

A science project asks the public to classify photos of galaxies.
(a) Name this practice.
(b) State one benefit.
(c) State one challenge.

Solution 3.3

Method: Examples

Worked steps

(a) citizen science (a form of crowdsourcing) B1. (b) many diverse contributors share the effort B1. (c) ensuring the data is reliable and good quality B1.