

5.4 Crowdsourcing

Name: _____ Class: _____ Date: _____

Total: 8 marks

KEY WORDS crowdsourcing 众包 • citizen science 公民科学 • quality 质量 • encryption 加密

Objective

Build the skills to answer exam questions on **crowdsourcing**.

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

1 Worked examples

Study these first. Each one shows the method for a question type used later.

■ Crowdsourcing

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

■ Examples

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

■ Benefits and challenges

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

2 Practice

2.1 Define crowdsourcing.

[1]

2.2 Give one example of crowdsourcing. [1]

2.3 State one challenge of crowdsourced data. [1]

3 Exam-style questions

3.1 Crowdsourcing obtains input from [1]

- | | |
|---|---|
| A | B |
| C | D |
- A** one expert
B a large group of people
C a single computer
D no one

3.2 Crowdsourcing is enabled at a global scale by [1]

- | | |
|---|---|
| A | B |
| C | D |
- A** the Internet
B encryption
C a compiler
D a single server

3.3 A science project asks the public to classify photos of galaxies.

(a) Name this practice. [1]

(b) State one benefit. [1]

(c) State one challenge. [1]