

VOLCROWE

Volunteer and Crowdsourcing Economics

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The VOLCROWE Project

▶ AIMS AND OBJECTIVES

- ▶ Develop new economic models of volunteering in light of developments in online crowdsourcing initiatives.
- ▶ Evaluate a range of possible interventions in the volunteering process to optimise the user experience, thus maximising the likelihood of sustained engagement and participation.
- ▶ Develop an operational understanding of how the effective management of digital volunteering projects might inform the development and enhance the value creation of future crowdsourcing efforts.



Modelling online volunteering

- ▶ Economic agent determines optimal level of participation to maximise utility
 - ▶ Greater numbers of volunteers increase marginal utility derived from participation (network externalities).
 - ▶ Participation levels will increase in response to a greater endowment of resources (e.g. available time) net of contribution to public taxation.
 - ▶ For (im)pure altruists, the efforts of other contributors and taxation each serve to partially reduce or 'crowd out' the contribution of the volunteer.
- ▶ Future research idea: economic models of crowdfunding (esp. for social entrepreneurship)

Cases of user-level technological entrepreneurship
User Analysis

Zooniverse interviews with users groups
-contrast with 'other' co creation digital platforms

Methodology
Data collection -
Ethnography
Exploring Zooniverse user motivation, inspiration
voluntary practices on a day

Theory:
Crowdsourcing
New Economic Models
RQ: Can user engagement with crowdsourcing / co creation be used as a business tool?

Co creation Impact

New User engaged business model innovations



Labour and Citizen Science

Gaming (example)

If participants view the Zooniverse as an online game and the potential impact this may have on the data produced for these projects.

- Gaming and the impact on 'Real science'
- Serious gaming
- Play as a legitimate method
- Play and labour



Find the Zorilla

Theory: Crowdsourcing
New Economic Models

Can crowdsourcing be
used as a tool to engage
people to create positive
change in their communities?

Methodology Stage 1
Collection - organisation
and decision making in the
Zooniverse

END

Yes

Future Methodology
Stage 2
Zooniverse-embedded
scenarios

Zooniverse in the Wild
- Sample 8 year olds
- Imaginative/visual
narratives

Yes

Scenario Analysis

Civic Science Impact
Civic science prototyping and new
business model innovation
Cases of street-level technological
entrepreneurship

No



Ideology



Technology