

## Crowd sourcing as a simple recipe

### 1. **Take something, you can't do alone**

(Or why would you involve others? Ask yourself!)

### 2. **Ask: Is it interesting by itself?**

- Yes: Go ahead, maybe check if you can even make it more interesting. „Treasure hunt“ - Be the first, best, etc.!
- No: Make it so. Find an incentive to be active about it „Social Game“ - Everyone wins!

### 3. **Select Tools for ...**

- Communication
- Participation / Collaboration

### 4. **Advise, Curate, Refine**

- Have a look at frequent Questions and Problems. Make an FAQ, create Examples, set Standards.
- Extract the „Best of“: Use these examples to encourage excellence
- Refine further for your reporting.
- Cross check
- Publish and Update.

It can't be that easy, can it?

### **You might have these questions.**

Are you capable of doing this on your own?

Yes, you can. If unsure: Observe others, then do it.

Won't you need some sophisticated tech?

No, most of the tools - twitter, wikia, etc. are free to use.

What if somebody steals my „work“/effort?

Your knowledge and engagement is your head start. Nothing gets done just automatically. Also: Maybe you can profit from more attention?

What if all gets messed up?

It happens, but most tools allow you to recover and repeat.

What about general failure?

Like „Nobody cares?“ - Yeah, that happens. Accept it.

Simple Mind burst:

We know: German State Trojan comes from a company named „Digitask“

We have a EU Database called TED for all orders/requests in the EU to be published

Software is requested there

Encourage People to search in and report on the database. („It's also called „Wisdom of the crowd“).

Collect, Filter, Curate:

Create a Wikipage for the results

Advise people to double/triple-check

Filter for best Examples

Use these to write and to reference for further search for the volunteers

Check again and publish with the other stuff you investigated