

Exploring the Potential of Children in Crowdsourcing

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ABSTRACT

Recently, companies and academia have turned to crowdsourcing to stimulate creativity and innovation. Although children’s creative nature has been well documented in the design process in co-creation for new products and/or services, this has not yet extended to

crowdsourcing. Their creative potential and learning needs could potentially benefit children as workers and as requesters alike.
With this paper, we investigate — through crowdsourcing — the gap between children and crowdsourcing.

METHOD

To gather a diverse sample of participants we used CrowdFlower, a crowdsourcing platform. In our process we adopted the work of Nickerson and Sakamoto. In this method, the crowd is approached first for idea generation and then for idea evaluation and synthesis

