Exploring the Potential of Children in Crowdsourcing

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.

GENERATE IDEAS
We brainstormed and envisioned possible concepts for crowdsourcing applications that would involve children, incorporating the highest voted core values.

EVALUATE IDEAS
We asked participants to rate each of the five ideas within a category on a 1 to 5 scale.

RANK IDEAS
We asked participants to choose the one concept they liked the most and we also gave the opportunity to elaborate on their choice with an open-ended question.

GROUP IDEAS
We classified all the ideas into five categories of possible roles children could play in crowdsourcing. Each category contained a subset of five specific ideas.

RESULTS
- Illustrations for Books, where children and parents together help out publishing companies for drawing tasks (42%)
- Unresolved Mysteries, with children helping scientists brainstorm about unresolved mysteries on a digital platform (34%)
- Future Professions, involving other professionals for children to learn about future work from a first person perspective (24%)