CS 5306
INFO 5306:
Crowdsourcing and
Human Computation

Lecture 19
11/7/17
Haym Hirsh
Disintermediation

Disintermediation is the removal of intermediaries in economics from a supply chain, or cutting out the middlemen in connection with a transaction or a series of transactions
- Wikipedia
Crowdfunding

Crowdfunding is the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

-Wikipedia
Crowdsourcing: Prehistory

- 1700s: Praenumeration – publishers would sell planned books at a discount in advance to raise funds to print a book
- 1761: Fenwick Weavers’ Society – consumer cooperative, collective purchasing
- 1832: Tolpuddle Martyrs: friendly society
- 1844: Rochdale Society of Equitable Pioneers – Rochdale Principles

Cooperative organizations established to provide access to individuals to resources that wouldn’t otherwise be obtainable or affordable - Often created organization-like cooperative entities
Crowdsourcing: History

• 1997: Marillion’s US tour funded by fans
• 1999: Crowdfunding for movie *Foreign Correspondents*
• 2000: ArtistShare – music
  • Established a *platform*
• 2005: kiva.org – microfinance for developing world
  • 96% loan repayment, 83 countries, 1.7 million investors
kiva.org

How it works
Choose a borrower
Browse categories of borrowers—people looking to grow businesses, go to school, switch to clean energy and more.

Repeat!
Use the repayment to support another borrower, or withdraw your money.

Get repaid
Receive updates on your loans and see the dollars return to your Kiva account.

Make a loan
Select a borrower who you connect with and help fund a loan with as little as $25.
Crowdsourcing: History

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• 2005: Zopa – peer-to-peer lending
  • Investment spread into multiple microloans
• 2006:
  • Prosper – peer-to-peer lending, fixed rate returns
  • Lending Club – peer-to-peer lending, secondary market on loans
• 2008: IndieGoGo – invest, get rewards with the product
• 2009: Kickstarter – similar to IndieGoGo
Recommended for you ▼
sorted by Magic ▼

Personalized recommendations based on your activity.

Refine search

Projects for you
See all 917 live projects

Best Treehouse Ever: Forest of Fun by Scott Almes.
by Jason Kotarski

Explore the forest in this stand-alone sequel to Best Treehouse Ever that expands the Golden Geek nominee to play up to 8 players!

Grand Rapids, MI ⬀️ Tabletop Games
Crowdsourcing: History

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• 2009: Kickstarter – similar to IndieGoGo
• 2010: GoFundMe – donations for life events
  • Las Vegas Victims Fund
• 2010: Microventures – investors receive equity in company/product
Crowdfunding

- Rewards-based
- Equity-based
- Donation-based
- (Loan-based)

- Three types of actors:
  - Project initiator
  - Supporters
  - Platform
    - Internet-based
“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014

• People use language to influence
  • “also receive two” – reciprocity
  • “given the chance” – scarcity
REVISIED EDITION

NATIONAL BESTSELLER

INFLUENCE

The Psychology of Persuasion

ROBERT B. CIALDINI, PH.D.
“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In *Proceedings of the 17th ACM conference on computer supported cooperative work & social computing* 2014

- People use language to influence
  - “also receive two” – reciprocity
  - “given the chance” – scarcity

- Motivation
  - “self-efficacy” – Maslow
  - Community
  - Financial

- Organizational value
  - Interdepartmental collaboration
  - Increased attention to collective concerns over self-interest
“The language that gets people to give: Phrases that predict success on Kickstarter”. Mitra T, Gilbert E. In Proceedings of the 17th ACM conference on computer supported cooperative work & social computing 2014

• Other influence factors
  • Use of video
  • Social network
  • Project duration

• Language use
  • LIWC - Linguistic Inquiry and Word Count
    • Language use associated with social/psychological meaning
  • SentiWordNet
    • Assigns “valence scores” to words to measure direction of opinion in text
<table>
<thead>
<tr>
<th>(F) phrases</th>
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<td>for decades</td>
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<td>post card with</td>
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<td>website for more</td>
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<td>a lot about</td>
<td>1.24</td>
<td>of their choice</td>
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<td>what is</td>
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• Crowds vs “publics”
  • “participants in a crowdfunding ecosystem for social innovation meet the definition of public”

• Wikipedia:
  • Publics are small groups of people who follow one or more particular issue very closely. They are well informed about the issue(s) and also have a very strong opinion on it/them.
  • Social publics are groups of people united by common ideas, ideology, or hobbies.
  • Networked publics are social publics which have been socially restructured by the networking of technologies. As such, they are simultaneously both (1) the space constructed through networked technologies and (2) the imagined collective which consequently emerges as a result of the intersection of human persons, shared technologies, and their practices.

• “paying publics”