



# Integrating Crowdsourcing In Education

Investigating its potential for students & teachers

**Javed Khan**

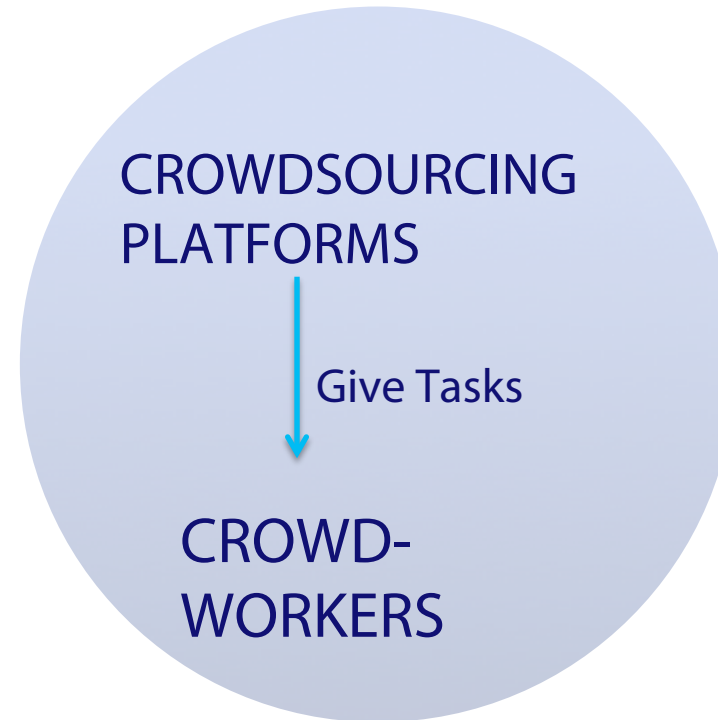
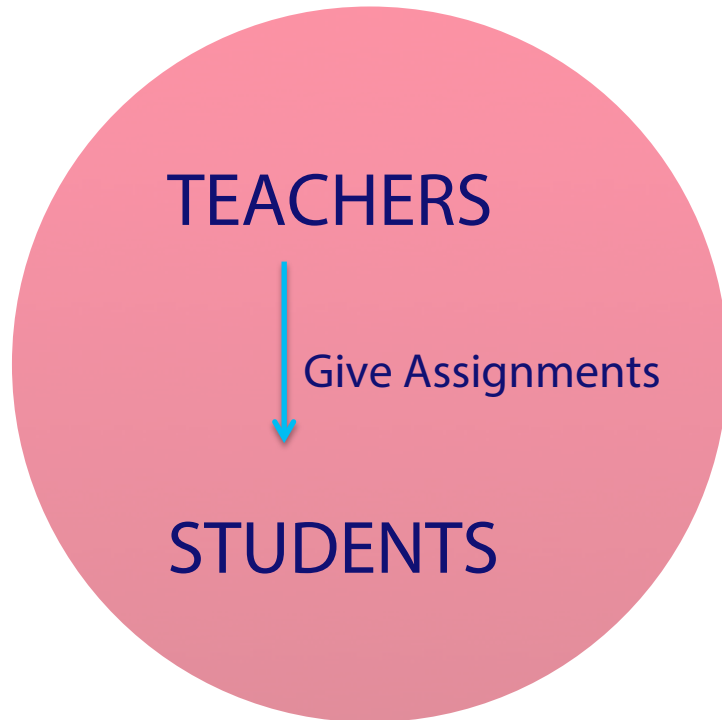
Assistant Prof., Industrial Design

31 JAN 2017

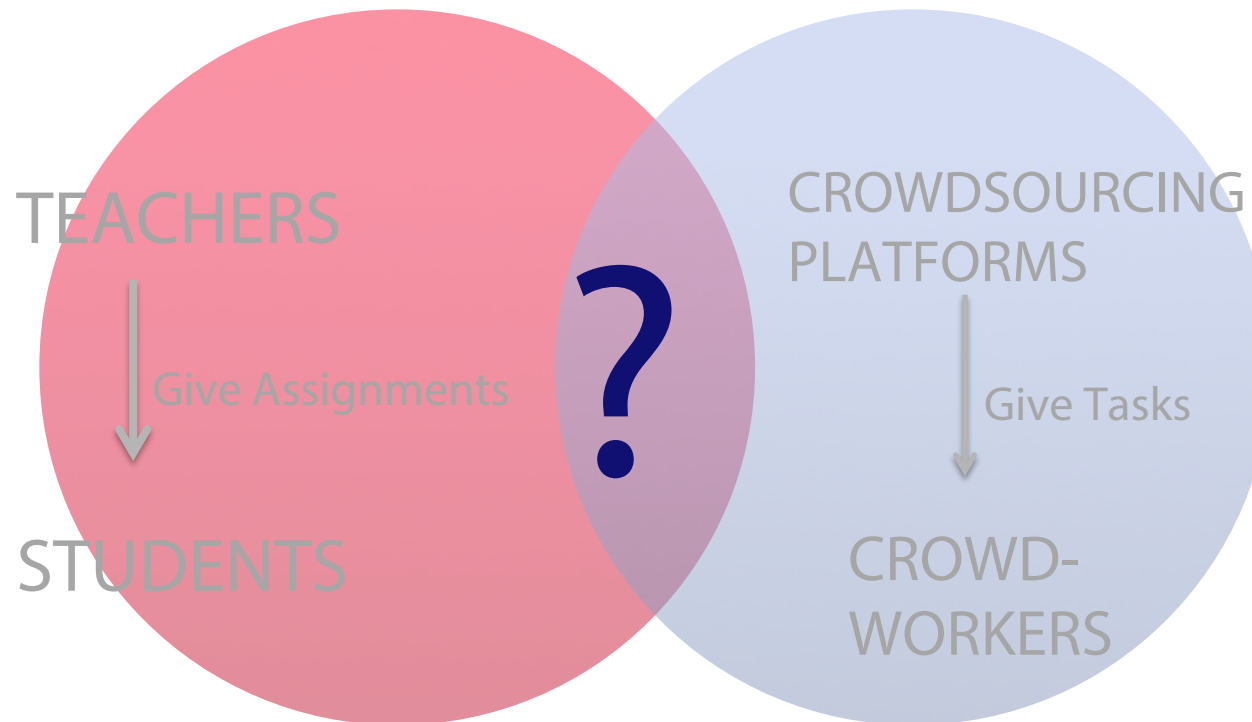
**TU** / **e** Technische Universiteit  
Eindhoven  
University of Technology

**Where innovation starts**

# Main Idea



# What is the Overlap?



# Example: <http://crowd.site>



“To test the new brainstorming method taught in class come up with a creative name for a product”

The screenshot shows a competition on the crowd.site platform. The event title is "Naam voor een nieuwe evenement!! (festival) -". The user "Isaac de Freitas" is the current leader with 105 XP and a prize of €75,-. A table shows the top 5 positions:

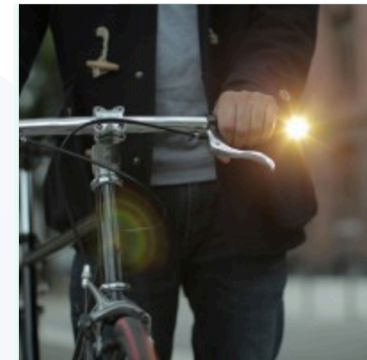
Rank	1#	2#	3#	4#	5#
Prize	€75,-	-	-	-	-

The event description reads: "We zijn op dit moment bezig om een nieuw innovatief event te ontwikkelen en kunnen jullie hulp erbij goed gebruiken. Het is nog in een vroeg stadium allemaal, voor de event hebben we een naam nodig die bij het concept past. Het concept is o.a. gebaseerd op sterke line-up, met een brede nationaal muziekstijl. Het evenement is een muziek festival die gepland is in het begin van de zomervakantie in een park. Bezoekers capaciteit 4000. Met 100% Nederlandse artiesten uit de top 40. Locatie in de Kop van Noord-Holland, Noordkop Den Helder. bron Wikipedia voor wat extra creativiteit. Het evenement naam mag in het Nederlands of Engels. Als jouw naam ons het meest aanspreekt , dan win jij buiten het geldbedrag: - 4 VIP kaarten voor het festival - Goodybags met festival merchandise - Meet en greet backstage met een van de hoofdacts van het festival. Misschien staat jouw zelf bedachte naam straks boven aan de ingangspoorten van het festival. Succes!!"

# Example: <http://design2gather.com/>



“Sketch design alternatives for ...  
<XYZ fictional case>”



### LEDs go outside

Can you design a new functional LED product that fits perfectly in your daily life? This LED product idea should be specifically designed for running, camping or cycling. Focus on functionality, ease of use and make sure the idea adds value in the activity. Consider all the things you do during running, cycling and camping to create a perfect new design that fits the users' needs. A compact, simple and well-made idea with a construction or interaction for LED lighting during the activities is what we are looking for.

\$	🕒	👤	💡
500\$	10 days	14	0

# Example: <https://www.upwork.com>



“Develop app”

## upwork™

upwork™ JOBS FREELANCERS REPORTS MESSAGES  ?

### A simple Android Application

Mobile Development Posted 1 hour ago

Fixed Price \$75 Budget Intermediate Level  
I am looking for a mix of experience and value

#### Details

Hello,  
This application will be working on Internal Lan via WIFI (no internet) . Idea is to give android device static IP, so it can be communicate with its peers

Need a simple android application , which will listen on WiFi connection for incoming message. (the app can be logically considered to be of 2 parts : A Listener which is continuously listening to incoming messages and a UI with a Login and a SingleForm)

When application is initially configured, it will take a Parameter called ListenerId ( Which will be used for discarding messages, which are not meant for this application. A given application can be associated with one or more ListenerIds ), UserName, Password,ServerIP and Port

Message will have a 4 fields (JSON :  
ListenerId - Integer  
TransactionId - String  
ReadString - String  
ImageData - Binary Data representing a jpeg file

After saving the message to a directory,application should ack the message by sending the transactionId of the message it recvd.

Example: <https://www.upwork.com>



“Develop app”



BROWSE HOW IT WORKS

**Browse Categories** ^

- Web Developers
- Mobile Developers
- Designers & Creatives
- Writers
- Virtual Assistants
- Customer Service Agents
- Sales & Marketing Experts
- Accountants & Consultants
- View All Categories

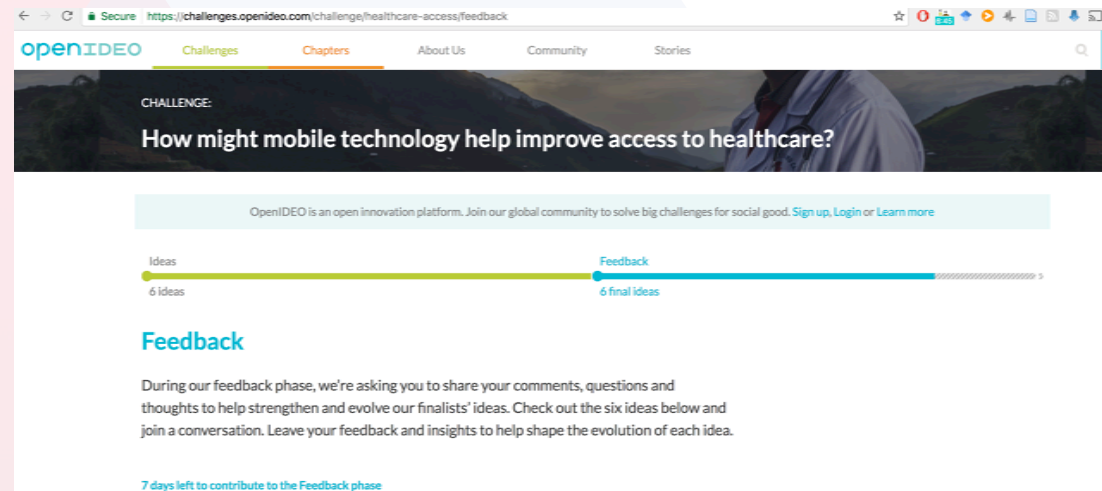
ersiteit  
chnology

Example: <https://openideo.com/>



“Role of tech in XYZ”

openIDEO





# Growing Space



www.design2gather.com



MINDSWARMS



Google consumer surveys



IU/e Eindhoven University of Technology

# Potential

- **For Teachers**

- Constant pool of relevant assignments
- “Reality check”: does my course address what is needed “out there”?
- Increase the relevance of teaching to society

- **For Students**

- “Real world” assignments => direct exposure of industry needs => better understanding of what is expected
- Build reputation
- Get feedback
- Higher motivation

# Challenges

- **Make sure learning objectives are closely matched to tasks**
- **Make experience seamless for teacher:**
  - Browsing through different websites/accounts
  - Scheduling
  - Assign tasks to students

# Project

- **Phase 1: investigate overlap**
- **Phase 2: develop system for seamless integration**

# Summary

- **“Learn on the job”**
- **Crowdsourcing is a new way of working that is already impacting several aspects of life. Now is the time to embrace it and shape its development to positively impact design work.**

## CONTACT

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