

SHORT TERM SCIENTIFIC MISSION (STSM) – SCIENTIFIC REPORT

The STSM applicant submits this report for approval to the STSM coordinator

Action number: CA16105 EnetCollect

STSM title: STSM 3 for WG3, “Drivers of success of crowdsourcing platforms”

STSM start and end date: 14/01/2018 to 28/01/2018

Grantee name: Dr. Nina Gorovaia

PURPOSE OF THE STSM

The purpose of this STSM action was to write a review of state-of-the-art literature on existing crowdsourcing platforms from the economic point of view. In the process of doing a literature review, I outlined that an annotated bibliography should be created to ease the understanding of the existing research findings and classification of the previous research work. Once the literature is more familiar, the next step would be to create a theoretical framework for the study of crowdsourcing platforms and design a questionnaire that could be used to collect empirical data from the contributors of the existing crowdsourcing platforms (Mind, that these could be crowdsourcing platforms that doesn't explicitly relate to language-learning). Furthermore, once the list of the platforms and as well as their classification is created, a qualitative survey of founders would be useful to understand the platforms' survival strategies, funding of the start-ups, monetary and non-monetary incentives for contributors as well as sustainability.

DESCRIPTION OF WORK CARRIED OUT DURING THE STSMS

During this action the following activities were pursued:

1. Collecting relevant literature,
2. Classifying it for the purpose of writing a literature review,
3. Annotated bibliography,
4. Developing two theoretical frameworks that would be used for writing scientific papers.

Furthermore, during this STSM I made a presentation of the paper on “Contractual governance and performance” at the Economics Department and Business School of the University of Iceland. Very useful contacts have been made that might result in future collaboration and consulting opportunities for the public sector.



DESCRIPTION OF THE MAIN RESULTS OBTAINED

The main results obtained:

1. Relevant literature was collected and stored in shared folders with other collaborators of the group.
2. Two conceptual models were developed, that would be used as a basis for writing of research papers, provided that empirical data from relevant platforms can be collected.
 - i) The first conceptual model is about studying heterogeneous sources of motivation for contributors of crowdsourcing platforms and linking it to performance outcomes, measured as quality of output on the platform, or independent rankings of output, or other performance metrics.
 - ii) The second conceptual model is focusing on intangibility, complexity and contractibility of output in the crowdsourcing platforms and resulting strategies that crowdsourcing founders should choose to achieve platform's sustainability and long-term performance. Switchboard model vs. advertising model are some of the examples of strategies that proved their viability in the past in the context of crowdsourcing.
3. The plan for a survey instrument was developed that would be used for data collection from contributors of crowdsourcing platforms, however, more work needs to be done here, as well as pretesting with a smaller group of qualified participants. This topic would be relevant for a separate STSM as it requires lots of detailed and nuanced work with existing measurement instruments used in previous research, as well as developing a strategy for conducting a survey and contacting relevant platforms willing to support this research.

FUTURE COLLABORATIONS (if applicable)

The future collaboration is suggested along the following lines:

1. After completion of the literature review and conceptual model, a publishable paper should be written and submitted to a highly ranked journal for review. E.g. Journal of Business Research or Entrepreneurship Theory and Practice.
2. The next step, should be development of a survey instrument, that could be used to study the heterogeneous sources of motivations for contributors of crowdsourcing platforms, and their impacts on quality of the output. Furthermore, a survey instrument should be developed on intangibility, complexity and contractibility of outputs and resulting strategies for sustainability and long-term performance of crowdsourcing platforms. Distinction should be made between platforms that function as "multi-sided markets" and platforms that work outside of the price mechanism.
3. Contacts should be established with the platforms that are willing to support this research and help with the distribution of the survey to their contributors.
4. Founders of the platforms should be contacted with a purpose of conducting a qualitative study on sustainability strategies, funding, and history of start-ups for their crowdsourcing platforms.

This STSM addressed different problems and shed more light on the relevant issues in development of crowdsourcing platforms from the economic perspective. This would be useful for design of the prototype, development of the business plan and practical implementation of the platform.



Signature, Reykjavik, 26 January 2018

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