










KEY TAKEAWAYS

MASTERCLASS ON SMARTER CROWDSOURCING

19 SEPTEMBER 2023

Forms of crowdsourcing you were introduced to:

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|  Stephen Boucher Founder Smarter Together, CEO Dreamocracy - Collective Creativity for the Common Good | Crowdsourcing to rethink public administration |
|  Emile Servan-Schreiber Founder at Hypermind, Affiliate Professor at UM6P School of Collective Intelligence | Crowdforecasting for prediction |
|  Assya Kavrakova Executive Director of the European Citizen Action Service - ECAS | Crowdsourcing applied to EU legislation |
|  Gitte Kragh Postdoctoral Researcher at Aarhus University, Senior Ecologist at Nordco, Co-Founder at Citizen Science Netværket | Citizen science for environmental projects |
|  Anirudh Dinesh Board Advisor at Foundation for Community Consensus, Research Fellow at The Governance Lab | Smarter crowdsourcing involving experts / curated citizens Top down / grassroots crowdsourcing |
|  Alain Boribon Co-Founder of Citizenfun | Crowdsourcing for social innovation |
|  Yannick Fischer Venture & Partnerships Manager at Ashoka Belgium | |

How to encourage citizens to take part in CS projects?

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| Motivate volunteers: create a favorable environment, incentives, memories | Think of how to sustain the positive effect, impression of their participation in citizen science projects (sustainability of emotions) | What's in it for them in terms of experience and impact |
| Be clear on how their insights will be used, why it matters | | |

What is crowdsourcing in a nutshell?

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| it's applicable to political and social challenges | it's not a one time opportunity to consult citizens, rather a mindset shift | CSOs and social innovators can act as supporters as gatekeepers of communities |
| it saves time and resources in data collection and monitoring phases | it's innovative, both for policy makers and citizens | |

Crowdsourcing contributes to more efficient policies

- 1 By producing more accurate predictions key for better governance
- 2 By engaging citizens on matters such as environmental policies and make them actors of decision making and monitoring
- 3 By increasing the democratic level of policy making
- 4 By tapping into information processes saving time and money

Why?

- Because citizens have expertise and experience
- Because cognitive diversity reduced errors

How to convince policy makers to make use of crowdsourcing?

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| "Nobody likes unsolicited advice"? Frame CS as a means to get useful feedback! | "Policy makers don't care"? Crowdsourcing is beneficial to their own work and the legitimacy of the institutions they rely on. | Change institutions' mindset - make valuable information valid on a longer term |
| "Policy makers don't have time"? Citizen science helps save time in the long run. | Rely on concrete successes of predictions based on collective intelligence to demonstrate the relevance of the field. | |

How to increase trust in policy making with crowdsourcing?

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| Legitimacy types: 1- Input 2- Process 3- Output 4- Emotions | Bridge the gap between implementation and follow up | Lean on CSOs as intermediaries |
| | | it's innovative, both for policy makers and citizens |

Reading suggestions:

Chapters from **The Routledge Handbook of Collective Intelligence for Democracy and Governance** [here in open access](#)

More inspiration from the open access chapter "Smarter together? Collective intelligence and change in government" [+](#)

Take it further: citizen science applied to biodiversity monitoring - case study co-written by Dr Gitte Kragh [+](#)

Take it further: crowd forecasting applied to infectious diseases (experiment conducted jointly by Hypermind and the Johns Hopkins Center for Health Security) [+](#)

More: smarter-together.org