Lesson Plan

This lesson plan is designed to help you teach using a Common Craft video. Use the information below to introduce the video and then follow the video with discussion questions and other resources.

**Crowdsourcing**

*Explained by Common Craft*

Crowdsourcing is changing how we think about getting things done. This video outlines the basic ideas and potential of asking a crowd to help complete a project.

**Learning Outcomes**

- Define the terms Crowdsourcing and Crowdfunding
- Explain how crowdsourcing works
- Describe benefits of using crowdsourcing and crowdfunding

**Discussion Questions**

**Q #1**
In what ways have you participated in crowdsourcing or crowdfunding?

**Q #2**
If you wanted to complete a project that was too time-consuming or costly to handle by yourself, how would you seek help to accomplish it?

**Knowledge Check Q&A**

**Q**
What is crowdsourcing?

**A**
Crowdsourcing is a model for accomplishing a goal by enlisting the help of crowds of motivated people to make their own independent contributions.

**Q**
In the past, before crowdsourcing became an option, how did people complete projects that were too big for one person?

**A**
People could either hire an expensive team or ask people around them for favors.
Q
What is crowdfunding?

A
Crowdfunding is a model for funding a project by tapping crowds of motivated people for their contributions.

### Resources for Learning More

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<thead>
<tr>
<th>Source</th>
<th>Title</th>
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<tbody>
<tr>
<td>Wired</td>
<td>“Why crowdsourcing is the next cloud computing”</td>
<td>10/2013</td>
<td><a href="https://www.wired.com/insights/2013/10/why-crowdsourcing-is-the-next-cloud-computing/">https://www.wired.com/insights/2013/10/why-crowdsourcing-is-the-next-cloud-computing/</a></td>
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