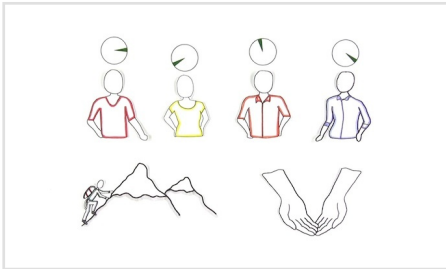**Lesson Plan**

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.

commoncraft

commoncraft.com/video/crowdsourcing

ISTE Standard:
Global Collaborator, Indicator 7b

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

NPR: AllThingsConsidered
"'Space archaeologist wants your help to find ancient sites" 2/2016

http://www.npr.org/sections/
alltechconsidered/2016/02/17/467104127/
space-archaeologist-wants-your-help-to-
find-ancient-sites

TedTalk
Amanda Palmer

"'The art of asking" 2/2013

https://www.ted.com/talks/
amanda_palmer_the_art_of_asking

The Guardian
Zara Rahman

"'Five ways tech is crowdsourcing women's empowerment" 2/2016

https://www.theguardian.com/global-
development-professionals-network/2016/
feb/03/five-ways-tech-crowdsourcing-
womens-empowerment

Harvard Business Review
Kevin J. Boudreau & Karim R. Lakhani
"'Using the crowd as an innovation partner" 4/2013

https://hbr.org/2013/04/using-the-crowd-
as-an-innovation-partner

Wired
Alpheus Bingham
"'Why crowdsourcing is the next cloud computing" 10/2013

https://www.wired.com/insights/2013/10/
why-crowdsourcing-is-the-next-cloud-
computing/