

ASSESSMENT # 12**Total Marks: 30**

Answer the following questions:

- 1.** Define what crowdsourcing is and its value to businesses and Determine when crowdsourcing makes sense for a project?
- 2.** Describe the crowdsourcing process and Identify platforms and social media tools that can support your crowdsourcing campaigns?
- 3.** Describe the major types of crowdsourcing, including
 - a.** microwork,
 - b.** macrowork,
 - c.** crowdvoting,
 - d.** crowdcontests,
 - e.** crowdwisdom, and
 - f.** crowdfunding