

## Kick Start Your Business with Crowd Sourcing

### ASSESSMENT # 16

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