

Appendix: Survey & Results

Survey

Thank you for your participation in this survey.

You will now read a short description of a consumer phenomenon recently labeled “Crowdsourcing.”

Crowdsourcing is a business model in which a company or institution takes a job traditionally performed by a designated agent (usually an employee) and outsources it to an undefined, generally large group of people in the form of an open call over the Internet. With the increased public availability of professional grade technology (such as digital cameras, video-editing software, user-friendly interfaces, etc.) the gap between “professional” and “amateur” has diminished. Companies are encouraging consumers to offer their creative input in hopes of benefiting from the “collective intelligence” of their audience.

The creative capital of the “crowd” has become incredibly valuable to companies seeking to resonate with their target market. These people, “formerly known as the audience,” are now creating everything from:

- Products (Threadless)
- Photography (Flickr)
- Video (YouTube)
- Software (Linux, Mozilla)
- Information (Wikipedia)

Were you familiar with this concept prior to taking this survey?

1. Yes
2. No

1. Can you think of any specific companies who have used "Crowdsourcing" to develop new products or commercials?

2. Have you ever edited an entry in Wikipedia?

- 1. Yes
- 2. No

3. Have you ever posted a video on YouTube?

- 1. Yes
- 2. No

4. Have you ever posted images on Flickr or other image-pooling websites?

- 1. Yes
- 2. No

5. Have you ever contributed any other original creative content solicited by a third party (website, corporation, science community, etc.) to achieve a specific goal?

- 1. Yes
- 2. No

6. If "Yes" to the previous questions, what is the single biggest reason why you participated?

7. How reliable are the following sources of information?

1= not at all reliable; 7= very reliable

Newspapers:

1 2 3 4 5 6 7

Corporate websites / blogs:

1 2 3 4 5 6 7

Public forums:

1 2 3 4 5 6 7

Consumer generated reviews/websites:

1 2 3 4 5 6 7

Television:

1 2 3 4 5 6 7

Professional critics:

1 2 3 4 5 6 7

8. How much do you agree with the following possible motivation behind companies that Crowdfund:

1= completely disagree; 7= completely agree

They are interested in getting to know their consumer

1 2 3 4 5 6 7

They are mostly interested in generating profit:

1 2 3 4 5 6 7

They are looking for publicity:

1 2 3 4 5 6 7

They are looking for a diverse set of ideas:

1 2 3 4 5 6 7

They are trying to cut Research and Development (R&D) costs:

1 2 3 4 5 6 7

9. Why do you think consumers participate in Crowdsourcing?

1= not a strong reason at all; 7= strong reason

To feel that their opinion is valued

1 2 3 4 5 6 7

Cash/Prize incentive

1 2 3 4 5 6 7

Genuine interest in helping the cause of company

1 2 3 4 5 6 7

Problem-solving is fun

1 2 3 4 5 6 7

To see if their input will make it to final product

1 2 3 4 5 6 7

To exercise their right to voice an opinion

1 2 3 4 5 6 7

To influence a product that matters in their life

1 2 3 4 5 6 7

10. Would you be more or less likely to buy a product that has been developed using Crowdsourcing?

1= not at all likely; 7= very likely

1 2 3 4 5 6 7

11. How much do you agree with the following statements?

1= Strongly disagree; 7= Strongly agree

I consider myself more creative than others.

1 2 3 4 5 6 7

My friends often come to me for advice.

1 2 3 4 5 6 7

I consider myself to be a trend-setter.

1 2 3 4 5 6 7

I shop more often than my friends.

1 2 3 4 5 6 7

I consider myself more inquisitive than others.

1 2 3 4 5 6 7

I enjoy sharing my ideas more than other people.

1 2 3 4 5 6 7

I frequently participate in web forums or blogs.

1 2 3 4 5 6 7

My ideas are just as good as a professional's.

1 2 3 4 5 6 7

12. Are you...?

1. Male
2. Female

13. How old are you?

1. < 18
2. 19-24
3. 25-30
4. 31-40
5. 41-55
6. 56 +

14. How much time do you spend on the internet per day?

1. < 30 min.
2. 30 min – 1 hr.
3. 1 – 2 hr.
4. 2 – 3hr.
5. 3 – 4hr.
6. 4 +

Thank you for participating in our survey. Have a nice day ☺

Experimental Research

Control Group

1. "You will now see a commercial for Sony that highlights some of its products."
2. Views commercial: <http://www.current.tv/watch/1758999> (no evidence of consumer-generation revealed)

How would you rate this commercial?

Don't like it at all 1 2 3 4 5 Like it very much

Do you like the Sony products shown on the commercial?

Not appealing 1 2 3 4 5 Very appealing

Would you consider buying one (or more) of these Sony products after having seen this commercial?

Unlikely to consider 1 2 3 4 5 Likely to consider

Would you consider this commercial to be professionally designed?

Not at all 1 2 3 4 5 Very likely

Experimental Group

1. "You will now see a commercial for Sony that highlights some of its products."
2. Views commercial: <http://www.current.tv/watch/1758999> (Evidence of consumer-generation revealed)

How would you rate this commercial?

Don't like it at all 1 2 3 4 5 Like it very much

Do you like the Sony products shown on the commercial?

Not appealing 1 2 3 4 5 Very appealing

Would you consider buying one (or more) of these Sony products after having seen this commercial?

Unlikely to consider 1 2 3 4 5 Likely to consider

Would you consider this commercial to be professionally designed?

Not at all 1 2 3 4 5 Very likely

Aggregate Data										
	Total Base	%	Total Participant	%	Total Non-Participant	%	Total Affected	%	Total Skeptic	%
	(All)									
Base Size	61		26		35		11		36	
Were you familiar with this concept prior to taking this survey?										
Yes	58	95%	23	88%	35	100%	10	91%	36	100%
No	3	5%	3	12%	0	0%	1	9%	0	0%
2. Have you ever edited an entry in Wikipedia?										
Yes	11	18%	11	42%	0	0%	4	36%	11	31%
No	50	82%	15	58%	35	100%	7	64%	25	69%
3. Have you ever posted a video on Youtube?										
Yes	20	33%	18	69%	2	6%	6	55%	12	33%
No	41	67%	8	31%	33	94%	5	45%	24	67%
4. Have you ever posted images on Flickr or other image-pooling websites?										
Yes	27	44%	19	73%	8	23%	4	36%	25	69%
No	34	56%	7	27%	27	77%	7	64%	11	31%
5. Have you ever contributed any other original creative content solicited by a third party (website, corporation, science community, etc.) to achieve a specific goal?										
Yes	19	31%	15	58%	4	11%	4	36%	15	42%
No	42	69%	11	42%	31	89%	7	64%	21	58%
7. How reliable are the following sources of information?										
Newspapers										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	0	0%	0	0%	0	0%	0	0%	0	0%
3	3	5%	0	0%	3	9%	0	0%	3	8%
4	0	0%	0	0%	0	0%	0	0%	0	0%
5	10	16%	8	31%	2	6%	3	27%	5	14%
6	28	46%	12	46%	16	46%	6	55%	28	78%
7	10	16%	5	19%	5	14%	2	18%	0	0%
Corporate websites / blogs										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	0	0%	1	3%
3	8	13%	4	15%	4	11%	2	18%	8	22%
4	18	30%	11	42%	7	20%	4	36%	5	14%

5	11	18%	4	15%	7	20%	0	0%	12	33%
6	11	18%	5	19%	6	17%	5	45%	10	28%
7	2	3%	2	8%	0	0%	0	0%	0	0%
Public Forums										
1	1	2%	1	4%	0	0%	0	0%	0	0%
2	7	11%	2	8%	5	14%	1	9%	7	19%
3	17	28%	11	42%	6	17%	4	36%	11	31%
4	18	30%	4	15%	14	40%	3	27%	12	33%
5	7	11%	6	23%	1	3%	3	27%	0	0%
6	0	0%	1	4%	-1	-3%	0	0%	0	0%
7	1	2%	1	4%	0	0%	0	0%	0	0%
Consumer generated reviews/websites										
1	2	3%	0	0%	2	6%	0	0%	2	6%
2	3	5%	2	8%	1	3%	1	9%	3	8%
3	10	16%	3	12%	7	20%	1	9%	9	25%
4	16	26%	7	27%	9	26%	4	36%	10	28%
5	11	18%	7	27%	4	11%	3	27%	12	33%
6	7	11%	5	19%	2	6%	1	9%	0	0%
7	3	5%	2	8%	1	3%	1	9%	0	0%
Television										
1	3	5%	3	12%	0	0%	2	18%	3	8%
2	4	7%	2	8%	2	6%	1	9%	4	11%
3	7	11%	2	8%	5	14%	2	18%	6	17%
4	14	23%	7	27%	7	20%	6	55%	5	14%
5	16	26%	8	31%	8	23%	1	9%	12	33%
6	6	10%	3	12%	3	9%	7	64%	6	17%
7	1	2%	1	4%	0	0%	0	0%	0	0%
Professional Critics										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	2	3%	2	8%	0	0%	0	0%	0	0%
3	7	11%	5	19%	2	6%	0	0%	0	0%
4	9	15%	4	15%	5	14%	2	18%	9	25%
5	22	36%	10	38%	12	34%	7	64%	21	58%
6	10	16%	4	15%	6	17%	1	9%	6	17%
7	1	2%	1	4%	0	0%	1	9%	0	0%
8.5 How much do you agree with the following statements?										
In general, advertising presents a true picture of the product being advertised										
1	6	17%	0	0%	6	17%	0	0%	6	17%
2	24	67%	12	33%	12	33%	1	3%	24	67%
3	24	67%	18	50%	6	17%	2	6%	6	17%
4	0	0%	0	0%	0	0%	0	0%	0	0%
5	12	33%	0	0%	12	33%	1	3%	0	0%
6	0	0%	0	0%	0	0%	0	0%	0	0%
7	0	0%	0	0%	0	0%	0	0%	0	0%
I feel I've been accurately informed after viewing most advertisements										

1	0	0%	0	0%	0	0%	0	0%	0	0%
2	30	83%	2	6%	28	78%	1	3%	30	83%
3	18	50%	2	6%	16	44%	2	6%	0	0%
4	12	33%	1	3%	11	31%	0	0%	6	17%
5	6	17%	0	0%	6	17%	1	3%	0	0%
6	0	0%	0	0%	0	0%	0	0%	0	0%
7	0	0%	0	0%	0	0%	0	0%	0	0%
Most advertising does not provide consumers with all essential information										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	0	0%	0	0%	0	0%	0	0%	0	0%
3	6	9%	0	0%	6	17%	0	0%	0	0%
4	12	18%	2	40%	10	29%	1	25%	6	17%
5	0	0%	0	0%	0	0%	0	0%	0	0%
6	24	36%	1	20%	23	66%	2	50%	6	17%
7	24	36%	2	40%	22	63%	1	25%	24	67%
We should not expect on getting the truth in most advertising										
1	6	9%	0	0%	6	17%	0	0%	0	0%
2	6	9%	0	0%	6	17%	0	0%	0	0%
3	0	0%	0	0%	0	0%	0	0%	0	0%
4	6	9%	1	20%	5	14%	1	25%	0	0%
5	18	27%	0	0%	18	51%	1	25%	12	33%
6	6	9%	1	20%	5	14%	1	25%	0	0%
7	24	36%	3	60%	21	60%	1	25%	24	67%
8. How much do you agree with the following possible motivation behind companies that Crowdfunder:										
They are interested in getting to know their consumer										
1	1	2%	1	4%	0	0%	0	0%	0	0%
2	3	5%	1	4%	2	6%	0	0%	0	0%
3	3	5%	2	8%	1	3%	1	9%	5	14%
4	6	10%	4	15%	2	6%	1	9%	7	19%
5	27	44%	10	38%	17	49%	4	36%	0	0%
6	16	26%	4	15%	12	34%	4	36%	12	33%
7	5	8%	4	15%	1	3%	1	9%	12	33%
They are mostly interested in generating profit										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	2	3%	1	4%	1	3%	0	0%	2	6%
3	4	7%	4	15%	0	0%	0	0%	4	11%
4	4	7%	2	8%	2	6%	4	36%	2	6%
5	10	16%	5	19%	5	14%	3	27%	4	11%
6	19	31%	7	27%	12	34%	3	27%	11	31%
7	22	36%	7	27%	15	43%	1	9%	13	36%
They are looking for publicity										
1	0	0%	1	4%	-1	-3%	0	0%	0	0%

2	1	2%	0	0%	1	3%	0	0%	0	0%
3	5	8%	3	12%	2	6%	1	9%	0	0%
4	6	10%	2	8%	4	11%	2	18%	0	0%
5	17	28%	12	46%	5	14%	4	36%	10	28%
6	16	26%	4	15%	12	34%	1	9%	14	39%
7	16	26%	4	15%	12	34%	3	27%	12	33%
They are looking for a diverse set of ideas										
1	1	2%	2	8%	-1	-3%	0	0%	0	0%
2	0	0%	1	4%	-1	-3%	0	0%	0	0%
3	3	5%	1	4%	2	6%	0	0%	3	8%
4	8	13%	6	23%	2	6%	0	0%	3	8%
5	13	21%	8	31%	5	14%	2	18%	8	22%
6	26	43%	6	23%	20	57%	5	45%	4	11%
7	10	16%	3	12%	7	20%	4	36%	18	50%
They are trying to cut Research and Development (R&D) costs										
1	3	5%	3	12%	0	0%	0	0%	0	0%
2	4	7%	1	4%	3	9%	0	0%	0	0%
3	10	16%	2	8%	8	23%	2	18%	0	0%
4	7	11%	5	19%	2	6%	0	0%	7	19%
5	9	15%	4	15%	5	14%	3	27%	8	22%
6	18	30%	5	19%	13	37%	3	27%	15	42%
7	9	15%	6	23%	3	9%	3	27%	6	17%
9. Why do you think consumers participate in Crowdsourcing?										
To feel that their opinion is valued										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	1	4%	0	0%	0	0%	0	0%
3	3	5%	1	4%	2	6%	0	0%	0	0%
4	3	5%	1	4%	2	6%	1	9%	3	8%
5	17	28%	10	38%	7	20%	5	45%	11	31%
6	21	34%	8	31%	13	37%	3	27%	8	22%
7	16	26%	4	15%	12	34%	2	18%	14	39%
Cash/Prize incentive										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	0	0%	1	3%
3	6	10%	1	4%	5	14%	1	9%	4	11%
4	8	13%	2	8%	6	17%	2	18%	2	6%
5	11	18%	8	31%	3	9%	2	18%	9	25%
6	19	31%	7	27%	12	34%	2	18%	18	50%
7	16	26%	8	31%	8	23%	4	36%	2	6%
Genuine interest in helping the cause of company										
1	5	8%	5	19%	0	0%	0	0%	0	0%
2	9	15%	3	12%	6	17%	0	0%	6	17%
3	13	21%	7	27%	6	17%	4	36%	1	3%
4	17	28%	4	15%	13	37%	3	27%	12	33%
5	14	23%	6	23%	8	23%	3	27%	14	39%
6	3	5%	1	4%	2	6%	1	9%	3	8%

7	0	0%	0	0%	0	0%	0	0%	0	0%
Problem-solving is fun	0	0%	0	0%	0	0%	0	0%	0	0%
1	4	7%	1	4%	3	9%	0	0%	0	0%
2	8	13%	5	19%	3	9%	0	0%	0	0%
3	9	15%	5	19%	4	11%	2	18%	8	22%
4	11	18%	3	12%	8	23%	2	18%	10	28%
5	16	26%	6	23%	10	29%	2	18%	12	33%
6	9	15%	2	8%	7	20%	4	36%	1	3%
7	4	7%	4	15%	0	0%	1	9%	5	14%
To see if their input will make it to final product										
1	1	2%	0	0%	1	3%	0	0%	0	0%
2	1	2%	2	8%	-1	-3%	0	0%	0	0%
3	1	2%	0	0%	1	3%	0	0%	2	6%
4	5	8%	4	15%	1	3%	0	0%	4	11%
5	14	23%	4	15%	10	29%	2	18%	0	0%
6	28	46%	12	46%	16	46%	8	73%	12	33%
7	11	18%	4	15%	7	20%	1	9%	18	50%
To exercise their right to voice an opinion										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	2	3%	0	0%	2	6%	0	0%	0	0%
3	4	7%	1	4%	3	9%	0	0%	6	17%
4	8	13%	5	19%	3	9%	3	27%	6	17%
5	25	41%	12	46%	13	37%	4	36%	12	33%
6	16	26%	6	23%	10	29%	3	27%	6	17%
7	6	10%	1	4%	5	14%	1	9%	6	17%
To influence a product that matters in their life										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	0	0%	0	0%
3	5	8%	0	0%	5	14%	0	0%	6	17%
4	9	15%	5	19%	4	11%	0	0%	0	0%
5	17	28%	7	27%	10	29%	2	18%	10	28%
6	18	30%	10	38%	8	23%	5	45%	8	22%
7	11	18%	4	15%	7	20%	4	36%	12	33%
10. Would you be more or less likely to buy a product that has been developed using Crowdsourcing?										
1	1	2%	1	4%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	0	0%	0	0%
3	10	16%	1	4%	9	26%	0	0%	12	33%
4	22	36%	8	31%	14	40%	0	0%	3	8%
5	16	26%	9	35%	7	20%	0	0%	10	28%
6	10	16%	6	23%	4	11%	10	91%	10	28%
7	1	2%	1	4%	0	0%	1	9%	1	3%
12. How much do you agree with the following statements?										

I consider myself more creative than others.										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	1	9%	0	0%
3	8	13%	2	8%	6	17%	1	9%	12	33%
4	12	20%	5	19%	7	20%	3	27%	6	17%
5	19	31%	7	27%	12	34%	2	18%	12	33%
6	13	21%	8	31%	5	14%	3	27%	6	17%
7	7	11%	4	15%	3	9%	1	9%	0	0%
My friends often come to me for advice.										
1	1	2%	0	0%	1	3%	0	0%	0	0%
2	2	3%	2	8%	0	0%	0	0%	0	0%
3	0	0%	0	0%	0	0%	0	0%	0	0%
4	16	26%	4	15%	12	34%	1	9%	12	33%
5	20	33%	8	31%	12	34%	4	36%	6	17%
6	14	23%	8	31%	6	17%	4	36%	18	50%
7	7	11%	4	15%	3	9%	2	18%	0	0%
I consider myself to be a trend-setter.										
1	3	5%	1	4%	2	6%	0	0%	0	0%
2	11	18%	4	15%	7	20%	2	18%	12	33%
3	10	16%	5	19%	5	14%	3	27%	0	0%
4	13	21%	10	38%	3	9%	2	18%	12	33%
5	11	18%	3	12%	8	23%	3	27%	12	33%
6	1	2%	1	4%	0	0%	0	0%	0	0%
7	1	2%	2	8%	-1	-3%	1	9%	0	0%
I shop more often than my friends.										
1	5	8%	4	15%	1	3%	3	27%	6	17%
2	9	15%	4	15%	5	14%	1	9%	6	17%
3	11	18%	5	19%	6	17%	3	27%	12	33%
4	18	30%	5	19%	13	37%	2	18%	0	0%
5	8	13%	2	8%	6	17%	0	0%	6	17%
6	5	8%	2	8%	3	9%	0	0%	0	0%
7	4	7%	4	15%	0	0%	2	18%	6	17%
I consider myself more inquisitive than others.										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	1	4%	0	0%	0	0%	0	0%
3	9	15%	4	15%	5	14%	1	9%	6	17%
4	11	18%	3	12%	8	23%	2	18%	12	33%
5	16	26%	4	15%	12	34%	3	27%	6	17%
6	17	28%	9	35%	8	23%	4	36%	6	17%
7	7	11%	5	19%	2	6%	1	9%	6	17%
I enjoy sharing my ideas more than other people.										
1	0	0%	0	0%	0	0%	0	0%	0	0%
2	1	2%	0	0%	1	3%	1	9%	0	0%
3	5	8%	3	12%	2	6%	0	0%	12	33%
4	16	26%	4	15%	12	34%	1	9%	0	0%

5	13	21%	7	27%	6	17%	4	36%	6	17%
6	11	18%	7	27%	4	11%	3	27%	18	50%
7	5	8%	5	19%	0	0%	2	18%	0	0%
I frequently participate in web forums or blogs.										
1	12	20%	4	15%	8	23%	2	18%	0	0%
2	7	11%	3	12%	4	11%	2	18%	0	0%
3	10	16%	4	15%	6	17%	2	18%	12	33%
4	8	13%	4	15%	4	11%	0	0%	0	0%
5	9	15%	3	12%	6	17%	2	18%	0	0%
6	11	18%	4	15%	7	20%	0	0%	12	33%
7	5	8%	3	12%	2	6%	3	27%	12	33%
My ideas are just as good as a professional's.										
1	2	3%	2	8%	0	0%	0	0%	0	0%
2	7	11%	1	4%	6	17%	1	9%	0	0%
3	13	21%	4	15%	9	26%	4	36%	18	50%
4	11	18%	8	31%	3	9%	3	27%	0	0%
5	15	25%	4	15%	11	31%	2	18%	12	33%
6	8	13%	2	8%	6	17%	1	9%	6	17%
7	5	8%	5	19%	0	0%	0	0%	0	0%
13. Are you...?										
Male	37	61%	16	62%	21	60%	8	73%	30	83%
Female	24	39%	10	38%	14	40%	3	27%	6	17%
14. How old are you?										
<18	1	2%	1	4%	0	0%	1	9%	0	0%
19-24	53	87%	21	81%	32	91%	10	91%	30	83%
25-30	6	10%	3	12%	3	9%	0	0%	6	17%
31-40	1	2%	1	4%	0	0%	0	0%	0	0%
41-55	0	0%	0	0%	0	0%	0	0%	0	0%
56+	0	0%	0	0%	0	0%	0	0%	0	0%
15. How much time do you spend on the internet per day?										
<30	0	0%	0	0%	0	0%	0	0%	0	0%
30-1	4	7%	1	4%	3	9%	0	0%	6	17%
1-2	8	13%	3	12%	5	14%	1	9%	0	0%
2-3	15	25%	4	15%	11	31%	3	27%	6	17%
3-4	12	20%	7	27%	5	14%	4	36%	6	17%
4+	22	36%	11	42%	11	31%	3	27%	18	50%

Division of Tasks

Chris	• Problem Description
Amy	• Literature Review
Amy	• Conclusion & Hypotheses
Suzy & Chris	• Research Design
Suzy	o Overview of Study
Suzy	o Hypotheses/Predictions
Chris	o Actual Procedure
Suzy	o Subject Information
Mica	• Research Results
Steven & Irene	• Discussion of Results
Steven	o Interpretation of results
Irene	o Managerial implications
Irene	o Limitations/future research