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Practice Crowdsourcing

Merriam-Webster: “The practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people and especially from the online community rather than from traditional employees or suppliers.”

My definition: Using social media to gain fresh perspectives, ideas and insights by accessing the “wisdom of the crowds,” that is, diverse perspectives of a large number of individuals who each glimpse some dimension of a larger issue. Crowdsourcing as a process for accessing wisdom and experience is not new, but the ability to do so rapidly and globally is.

Texts for reflection: see Exodus 32:1-33 and Exodus 35: 4-29 for two different outcomes.

Guiding Questions

1. Learn about the possibilities and pitfalls of crowdsourcing by speaking with a leader (congregational member, another colleague, nonprofit leader from outside of the Jewish community, etc.) who has had success with crowdsourcing, and reading about it from a trusted source.
2. Identify an idea that you think is worth crowdsourcing and explain why.
 - a. How would you crowdsource it? What media would you use?
 - b. What problems might arise from crowdsourcing this idea?
 - c. What new opportunities might emerge?
3. How would you separate the good ideas from the bad ideas (for example, consensus, majority rules, or other criteria)?
4. How would you communicate to those who contributed ideas?
 - a. How would you respond to those who were unhappy about ideas not being accepted?
 - b. How would you communicate the process of crowdsourcing an idea to your constituents?