

# Why crowd sourcing is closely related to social media

Technology, Information Technology



## **Crowdsourcing**

Crowdsourcing and crowdfunding are both different and alike in some ways.

Crowdsourcing is more of a problem solving technique. It's used to break problems down in a way that allows them to be solved in the quickest and most efficient way. It takes problems and breaks them into smaller tasks.

After being broken down, those smaller tasks are sent to workers with the exact skill sets needed to solve the problem properly and effectively. Like crowdsourcing, crowdfunding also uses the advantage of pulling from a crowd. Instead of solving problems, microfunding helps with funding.

Crowdfunding takes a cause that needs funding and pairs it with people in a community who are willing to contribute money to help. With the funding provided by the help of the community, projects are completed. Both of these strategies are used to build and make something better, but they take two very different approaches to do so.

Crowdsourcing and social media go hand in hand because they reinforce each other. They are both based off of connections and they're both used to bring people together who have common interests and goals. Crowdsourcing seeks out people looking to work towards a common cause and social media can be seen as a meeting ground that provides a place for these people to come together and share their views and build support for their common ground. Crowdsourcing is a way for people to receive unordinary ways for people to receive the service they need and social media allows consumers to express their needs. Crowdsourcing and social media also feed off of each other in a sense. Social media is a great way to spread the word about

crowdsourcing projects and to build peoples' awareness of those projects. It can help encourage people to support them and in return, crowdsourcing uses social media to directly engage with their fans and consumers through social media. There is a strong give and take relationship between the two that evens them out and makes them somewhat reliant on one another.

Together, crowdsourcing and social media form a very strong duo that can accomplish all kinds of tasks. They can come together to help companies and businesses tremendously. When combined by businesses, they are able to use social media to reach the public and receive direct feedback about what the business' fans and consumers are wanting more or less of through things such as social media campaigns that encourage people to explain their own ideas and wants. It can also be great for forming an inexpensive way to market. When social media is used to develop a relationship or connection with consumers and users, those consumers and users will be more likely to promote whatever project or cause the crowdsourcing is promoting because they will have a more personal experience that will make their support of the product or company grow. There are many other ways that crowdsourcing and social media can come together to do great things, but these were a couple of the ways that stood out to me the most.