

Contents

1	From Crowdsourcing to the Use of Masscapital. The Common Perspective of the Success of Apple, Facebook, Google, Lego, TripAdvisor, and Zara	1
	Fernando J. Garrigos-Simon and Yeamduan Narangajavana	
2	Recruiting Individuals to a Crowdsourcing Community: Applying Motivational Categories to an Ad Copy Test	15
	Yannig Roth, Daren C. Brabham and Jean-François Lemoine	
3	Crowdsourcing Fundamentals: Definition and Typology	33
	Enrique Estellés-Arolas, Raúl Navarro-Giner and Fernando González-Ladrón-de-Guevara	
4	Crowdsourcing and the Evolution of a Business Ecosystem.	49
	Claude Guittard, Eric Schenk and Thierry Burger-Helmchen	
5	From Leakage to Crowdsourcing: A Model for Enhancing the Participation of Local Firms	63
	José Luis Galdón Salvador and Ignacio Gil-Pechuán	
6	Crowdsourcing: A New Way to Citizen Empowerment.	73
	Diego Álvarez Sánchez, David Pardo Gimilio and Jorge Isnardo Altamirano	
7	Crowdsourcing in Higher Education	87
	Roberto Llorente and Maria Morant	
8	Crowdsourcing with University Students: Exam Questions	97
	Sofia Estelles-Miguel, Gregorio Rius-Sorolla, Marta Palmer Gato and José Miguel Albarraçin Guillem	

9	Humanizing Internal Crowdsourcing Best Practices	105
	Alexis J. Bañón-Gomis, Ricardo Martínez-Cañas and Pablo Ruiz-Palomino	
10	Using Crowdsourcing to Overcome Barriers to Women Entrepreneurship	119
	Norat Roig-Tierno, Cristina Blasco-Carreras, Alicia Mas-Tur and Belén Ribeiro-Navarrete	
11	Gamification for Crowdsourcing Marketing Practices: Applications and Benefits in Tourism	129
	Marianna Sigala	
12	Crowdsourcing: An Application of Promotional Marketing.	147
	Silvia Sanz Blas, Sandra Tena Monferrer and Javier Sánchez García	
13	Advances in Crowdsourcing: Surveys, Social Media and Geospatial Analysis: Towards a Big Data Toolkit	163
	Steven Gray, Richard Milton and Andrew Hudson-Smith	
	Index	181

Advances in Crowdsourcing

Garrigos-Simon, F.J.; Gil-Pechuán, I.; Estelles-Miguel, S.
(Eds.)

2015, VIII, 183 p. 21 illus., 20 illus. in color., Hardcover

ISBN: 978-3-319-18340-4