Title: Crowdsourcing Research at Business Schools

Monday, September 18, 2017 from 12:00-1:30 PM in David Strong Building, room C125

ABSTRACT

One rapidly growing trend among researchers is the use of online sampling and crowdsourcing. The wealth of user-generated content online can yield previously unattainable insights, but knowing how to engage crowds and how to use crowd-based data for research is difficult. This presentation includes two parts. First, Jan will describe what crowdsourcing is, how different types of crowdsourcing initiatives vary and how they can yield different types of data. This part of the presentation offers a methodological framework to support researchers with an interest in collecting primary data through crowdsourcing. Second, Jan will present a research project using secondary crowdsourcing data collected from Glassdoor, an employer branding platform. The purpose of this presentation is to increase the audience’s familiarity with crowdsourcing, and to allow participants to make informed decisions regarding its place within their research.

To RSVP please contact Sheryl at GSBfacultysupport@uvic.ca or call 250-472-5647