

# CCLA Survey 2: Crowdsourcing Opinions & Insights April 2015

## Overview

The questions in the survey covered a variety of topics, including the challenges faced by institutions in implementing crowdsourcing applications as well as personal media usage habits.

## A. Demographics/Institutional & Personal Variables

N = 157 (mostly U.S. respondents with additional respondents from Canada, Australia, England, Ireland, Germany, Switzerland, etc.)

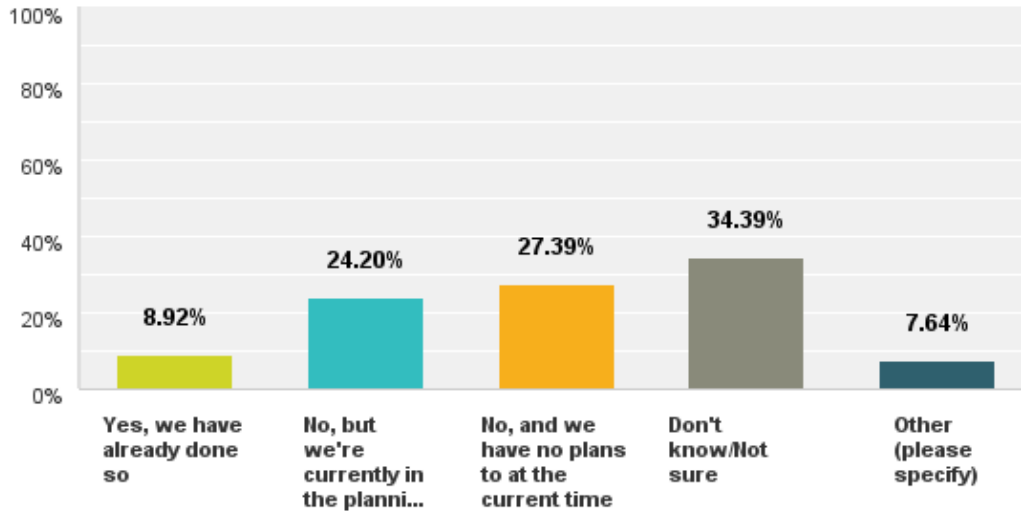
**Profession:** 69% Librarians/Information Specialists; 9% Archivists/Museum Professionals; 10% Technology Professionals; 5% Developers; 7% Scientists/Researchers

### Institution Type:

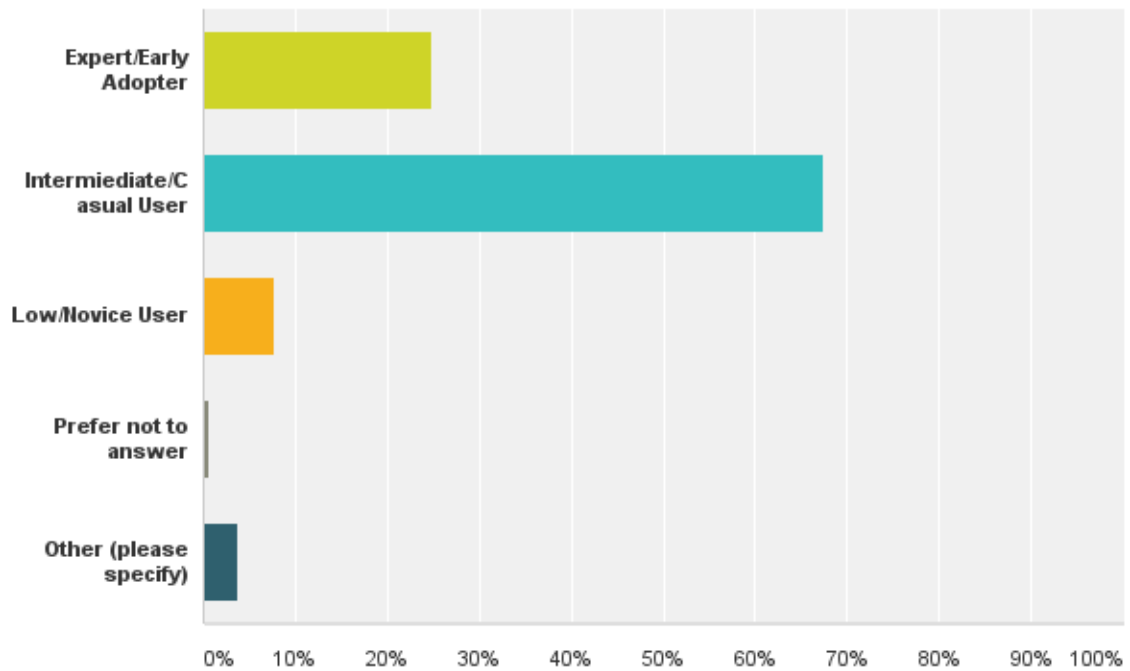
Academic Library Education Non-profit  
Digital Library Museum Independent  
Public Library Department Archives  
National Library Private Research Institute  
College Group Research Library Volunteer  
Historical Society Agency

**Institution Size: Mean = 64; Range = 1-800**

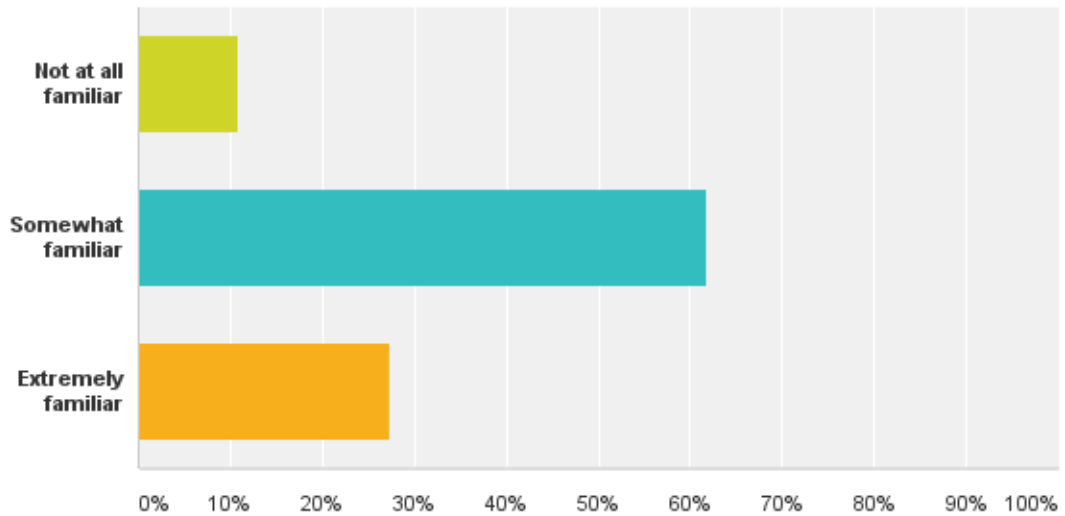
**Q: Is your institution/organization incorporating or planning to incorporate Linked Open Data to your collections?**



**Q: How would you rate your own technical savviness?**



**Q: How familiar are you with crowdsourcing?**



## B. Personal Crowdsourcing Experiences & App/Game Usage

Q: Which crowdsourcing sites, apps, or activities have you personally participated in (as a user, not a creator)?

Participated CONTENTdm Library Museum Project  
FamilySearch **Smithsonian** University of Iowa  
**Kickstarter** Ancestry  
What's on the Menu TripAdvisor  
Wikipedia GoFundMe Zooniverse Flickr

Q: How do you spend your typical lunchbreak? That is, what do you usually do (besides eating or while you're eating)?

Browsing Desk Chatting Research Talking Blogs  
**Eat** Lunch Break **Email** Twitter **Reading**  
Catching **Walk** Book **Social Media** Internet  
Co-workers Coworkers Podcasts Surfing Staff  
Colleagues

**Q: What sources do you typically use to find out what's new in your field (e.g., new ideas, new tools, new findings, etc.)?**

Social Media Participating Feeds News Sources Email  
Magazines Journals Mailing Lists Listservs  
Library Twitter SAA Blogs Literature  
Conferences Books Colleagues Internet

**Q: What are the top two or three apps you regularly use while at work (e.g., on your lunchbreak)?**

Evernote Slack Weather Worldcat Google Tweetdeck  
Apps IPad Facebook Calendar Twitter  
Pandora Instagram Word Email Mobile Gmail  
Goodreader

**Q: What are the top two or three apps you regularly use outside of work?**

Evernote Calendar Netflix IMDB Weather Mail App  
Guardian Facebook Dropbox Twitter  
Phone Instagram ESPN Email Chrome  
Google Maps Kindle

**Q: What are the top two or three games you play outside of work?**

Freecell Mahjong Scrabble Tetris Solitaire  
Clash of Clans Words with Friends  
Crossword Puzzles Games Monopoly Sudoku  
Kids Candy Crush Trivia Crack

## B. Crowdsourcing Challenges

**Q: Consider the extent to which the given factors have been challenges to your (or your institution's) use of crowdsourcing. Rate each factor using the scale provided (1 = *Not at all a challenge*, 5 = *The biggest challenge we've faced*).**

Ranking of all factors (in decreasing order of average challenge rating):

<b>Factor</b>	<b>Mean Rating</b>
Lack of sufficient staff to attempt new initiatives	4.48
Funding allocations at my institution that do not prioritize crowdsourcing	4.20
Hiring Processes at my institution that make it difficult to add essential staff to assist with a crowdsourcing application	4.13
Staff allocations at my institution that do not prioritize crowdsourcing projects or opportunities	4.13
Lack of in-house opportunities for developing the technical expertise required	4.10
Lack of technical expertise among current institutional staff	3.91
Concern about the accuracy and quality of user-provided data	3.88
Limited knowledge of available tools or applications	3.84
Lack of creative "outside the box" thinking among my institution's leaders or management	3.74
A need for more data on what tools and platforms are out there before committing to use crowdsourcing	3.60
The potential financial costs of an unsuccessful crowdsourcing project	3.57
Uncertainty about what types of tasks can be effectively crowdsourced	3.56
Difficulty enlisting the support of the necessary partners for a crowdsourcing project	3.50
Concern about the contributions offered by users likely to be attracted to a crowdsourcing tool or platform	3.44
Potential damage to the institution's image (i.e., public relations) due to an unsuccessful crowdsourcing project	3.38
A need for more documentation or empirical evidence of the efficacy of crowdsourcing tools and platforms	3.26
Limited knowledge about what crowdsourcing is or what it can do	3.16
The potential for personal blame for an unsuccessful crowdsourcing project	2.95
Concern about being the target of criticism by my institution's constituents for the use of crowdsourcing	2.88
Concern about the ethical implications of crowdsourcing	2.81
Skepticism about the use of technology in general	2.80
Concern about being the target of criticism by others in my field for the use of crowdsourcing	2.71
Concern about being the target of criticism by political leaders for the use of crowdsourcing	2.64
Anticipated conflict about determining who gets credit for implementing the crowdsourcing project	2.60
The assumption that crowdsourcing participants must be paid in order to contribute	2.34