



Guadagnare col Data entry Crowdsourcing (Italian Edition)

Pasqualino Bertani

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Il Crowdsourcing è la pratica di coinvolgere gruppi di persone per raggiungere un obiettivo comune: può essere innovazione, soluzione di problemi, progetti di lavoro. Il crowdsourcing può avvenire a diversi livelli e in diversi settori. Grazie alla nostra connettività in crescita, è ora più facile per le persone contribuire collettivamente – sia con le idee, tempo, competenze e il proprio lavoro, per un progetto o una causa. Questa mobilitazione collettiva è chiamata crowdsourcing. Questo fenomeno può fornire alle aziende l'accesso a nuove idee e soluzioni, un più profondo coinvolgimento dei consumatori, le opportunità di co-creazione, ottimizzazione delle attività, riduzione dei costi, lavoro online e guadagno per chi dà il proprio contributo ai progetti. Internet e i social media hanno portato le aziende molto più vicine a potenziali persone che vogliano contribuire con il loro apporto, ponendo le basi per nuove modalità di

collaborazione e di creazione di valori costruiti insieme come mai prima d'ora. Ecco cosa scrive il New York Times del crowdsourcing: "Le folle sono un successo. Milioni di persone, collegate da Internet, stanno contribuendo con le loro idee e informazioni per progetti grandi e piccoli. Il Crowdsourcing, come viene chiamato, sta aiutando a risolvere i problemi più difficili e fornire informazioni localizzate. E con la giusta conoscenza, contribuisce al miglioramento comune, grazie alla sua saggezza" Il crowdsourcing tocca tutte le interazioni sociali e di business. Sta cambiando il nostro modo di lavorare, la ricerca, il lavoro. I governi stanno applicando il crowdsourcing per coinvolgere i cittadini e dare più voce al popolo. In Italia il crowdsourcing si sta lentamente affermando in alcuni campi, seppur con una legislazione assolutamente insufficiente e superficiale. Negli altri paesi europei e in tutto il resto del mondo, compresa India e nei paesi in via di sviluppo la legislazione in materia di crowdsourcing è sempre più avanzata e dettagliata, e gli stessi paesi stanno incoraggiando tantissimo lo sviluppo del crowdsourcing in tutti i campi, anche nel settore del lavoro, coinvolgendo milioni di persone.

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