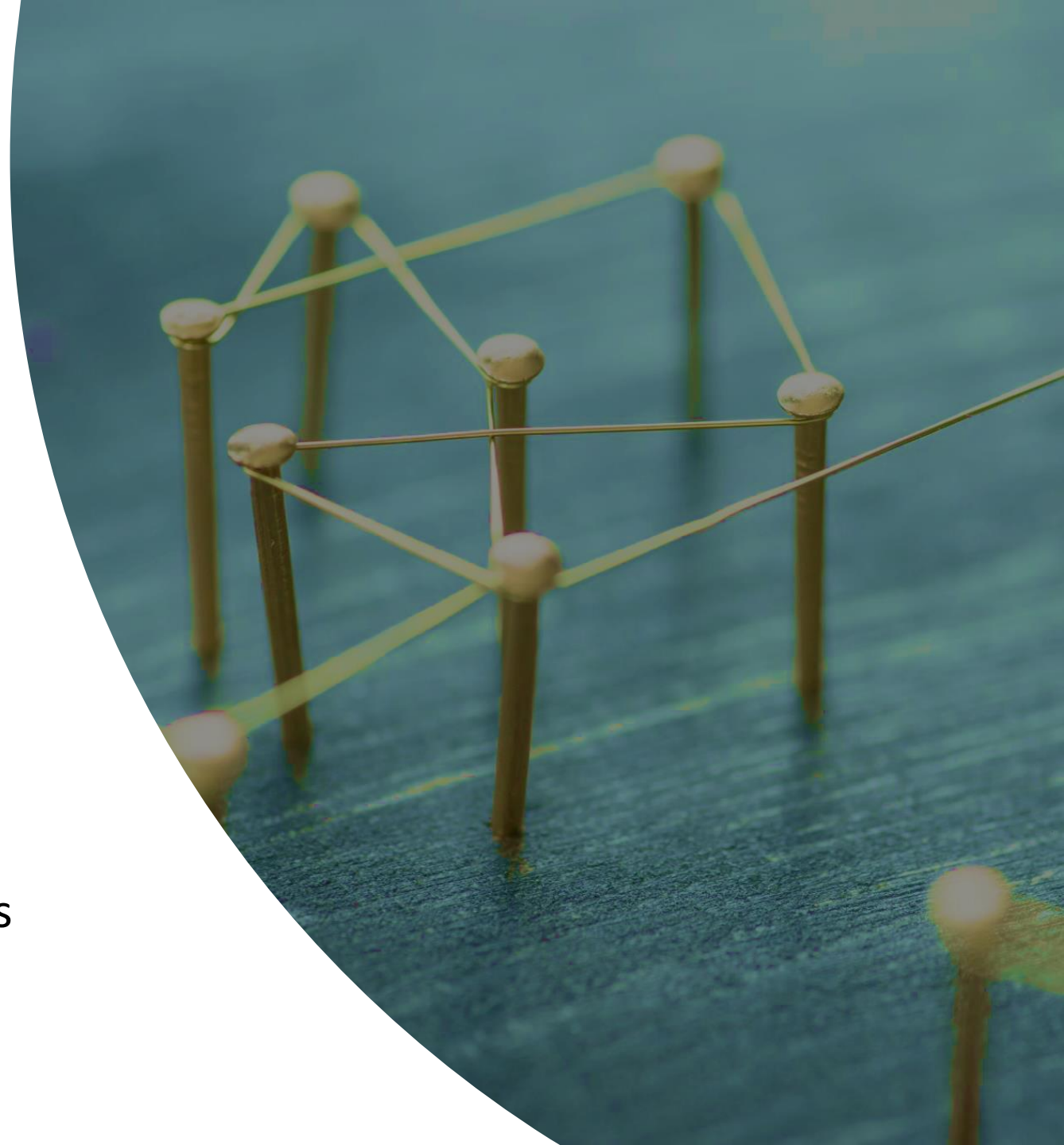# *Sharing Outputs from Crowdsourcing Contests*

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Outline

- Introduction
- Rationale for sharing and not sharing
- Steps in sharing contest outputs
- Types of sharing
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- Examples and conclusion

Introduction

Sharing outputs is one of the key stages

in community-engaged research projects

such as crowdsourcing contests

Crowdsourcing challenge contests: (1) allows a group to solve a problem; (2) solutions are then shared with the public[1]

Aim of sharing
- Publicize the knowledge produced
- Implement crowdsourced ideas

Effective dissemination is necessary to ensure that the output of the contest reaches the target group who can then make use of them or benefit from the innovation

[1]World Health Organization, & UNICEF. (2018). *Crowdsourcing in health and health research: a practical guide* (No. TDR/STRA/18.4). World Health Organization

Rationale for Sharing

There are several strong reasons to widely share the outputs of a crowdsourcing contest.

- Allows the organizers to give back to a group who made the project possible

- Acknowledgment and empowerment

- Ethical obligation to share widely. Often crowdsourcing projects are supported by public funds, enroll local participants, and are sanctioned by local public authorities.

The ethos of crowdsourcing contests mandates that final outputs are widely shared.

Rationale for not Sharing

Despite the strong rationale for sharing, there are factors that underpin the current scenario and limits sharing

- Many individuals are appropriately concerned about over-sharing materials that could contribute to inadvertent disclosure personal and private details such as:
  - Sexual orientation
  - Exacerbate homophobic bullying
  - Have other adverse consequences

- In terms of research, scientists may be concerned with widely disseminating materials that interfere with randomized controlled trials

- Sharing data that may affect rights to future publications

Steps in sharing contest outputs

The first step is to establish the purpose of the contest

The next step is to identify target audience and

What are the relevant platforms that appeal to the specific audience

Finally, take action with specific audience on the platform identified and receive feedback if needed

Types of sharing

Different categories exist for dissemination; however, this is largely dependent on the original purpose of the contest and the outcomes generated

- Some contests are organized simply to raise awareness in regards to a particular issue
- Others aim to deliver an actionable outcome to a specific community

Broad categories of sharing include
- *Publicizing results/outcomes*
  - *Sharing data- websites, social media, online repositories*
  - *Presentations and publications-*
- *Informing policies-*
- *Implementing or piloting outcomes-*

Dissemination then goes beyond publicizing and formal publications if the aim is to change practice or behaviors

Publicizing data

This includes online dissemination via web pages, social media platforms other online repositories -creating simple websites or wiki sites reporting the contest and its proceedings;

Exceptional entries can be archived and the link to the site shared widely with relevant networks. For example, finalists cases from an AMR clinical case contest were published in an online library of infectious disease cases (Partners ID Images)

Infographics are created of key findings from the contest to be shared online using social media platforms (e.g. Facebook, Twitter and LinkedIn) e.g. entries for the Fogarty Global Health Fellows contest were posted on Facebook
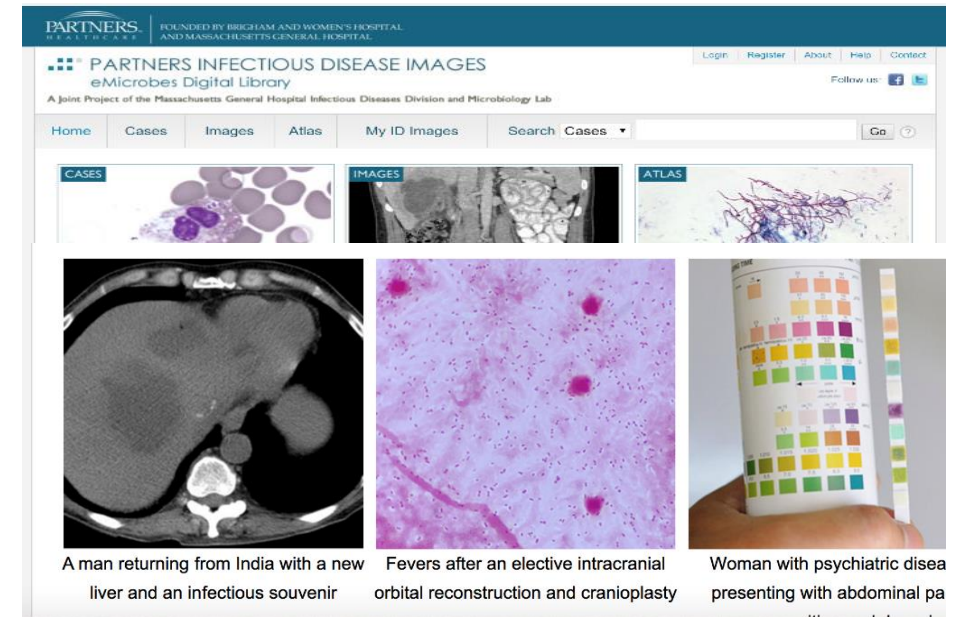
Example: The UJMT Fogarty Global Health Fellows Program Contest	
The UJMT Fogarty Global Health Fellows Program Contest employed online dissemination for contest results and outcomes using social media channels	
Purpose	To increase interest in the UJMT programme by engaging UJMT partners (in-country collaborators, fellows, alumni, and others) to reflect on their experience and create messages to showcase the program. The results will be used in order to further promote the UJMT program
Target Audience	Potential applicants to the UJMT program
Platform	Facebook
Action	Posts on Facebook advertising the UJMT experience

Presentations and publications

Here, the contest process and outcomes are written up as a research paper, communication brief or press release in a relevant journal

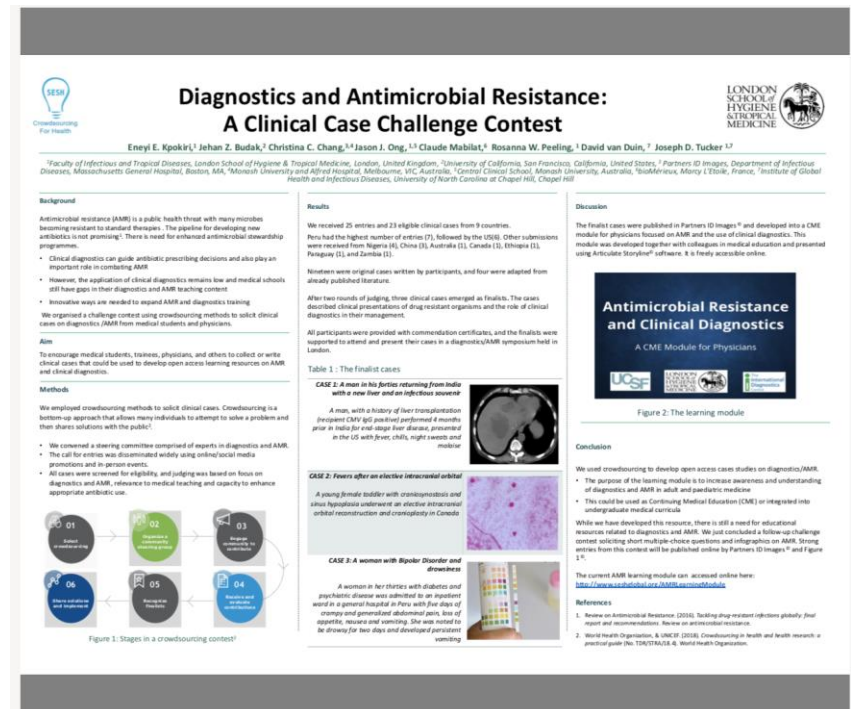Data resulting from contests can also be shared through formal presentations at conferences

Informing policies

Some contests are designed to solicit ideas that will inform policies e.g. for or improving health guidelines, commercial purposes, tackling economic and societal problems

For example, the purpose of the 'HepTestContest' was to identify descriptions of hepatitis approaches to support local programmes and inform WHO guidelines on hepatitis B and C testing

Exceptional entries received were included as best practice cases in the 2017 World Health Organization Hepatitis B and C Testing Guidelines

The HepTestContest: a global innovation contest to identify approaches to hepatitis B and C testing

Joseph D. Tucker[1,2,3*], Kathrine Meyers[3,4], John Best[3,5,6], Karyn Kaplan[6], Razia Pendse[7], Kevin A. Fenton[3,8], sabelle Andrieux-Meyer[9], Carmen Figueroa[10], Pedro Goicochea[11], Charles Gore[12,13], Azumi Ishizaki[13], Giten Khwairakpam[14], Veronica Miller[11], Antons Mozalevskis[15], Michael Ninburg[16], Ponsiano Ocama[17], Rosanna Peeling[18], Nick Walsh[19], Massimo G. Colombo[20,21] and Philippa Easterbrook[10]

Abstract

Background: Innovation contests are a novel approach to elicit good ideas and innovative practices in various areas of public health. There remains limited published literature on approaches to deliver hepatitis testing. The purpose of this innovation contest was to identify examples of different hepatitis B and C approaches to support countries in their scale-up of hepatitis testing and to supplement development of formal recommendations on service delivery in the 2017 World Health Organization hepatitis B and C testing guidelines.

Methods: This contest involved four steps: 1) establishment of a multisectoral steering committee to coordinate a call for contest entries; 2) dissemination of the call for entries through diverse media (Facebook, Twitter, YouTube,

World Health Organization

GUIDELINES ON HEPATITIS B AND C TESTING
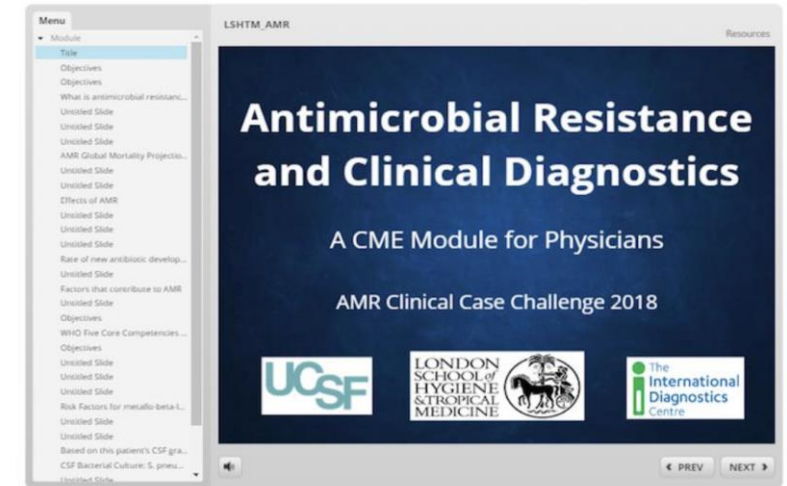FEBRUARY 2017

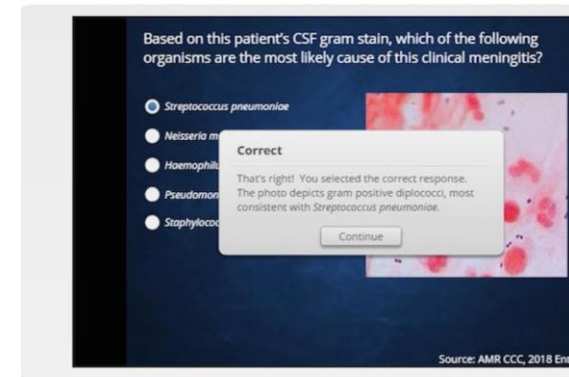GUIDELINES

Implementing/piloting outcomes

Another form of disseminating the outcome of a challenge contest is to implement or pilot programs in real settings

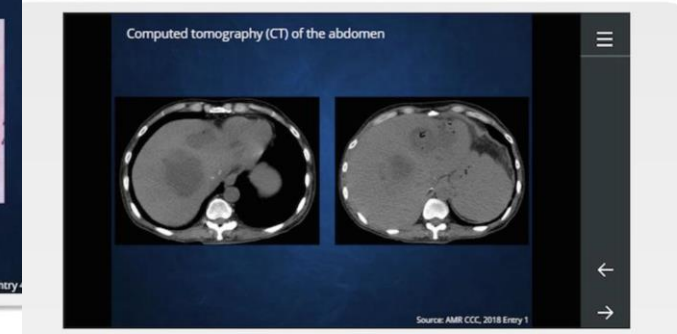Here the output from challenge contests can be pitched as an idea to stakeholders to implement new programmes.

Learning Module

Learning Module – Case 2

Learning Module – Case 3

Example : The clinical diagnostics and AMR Clinical case contest

The [Diagnostics AMR](#) crowdsourcing contest led to an open access online educational resource with plans to pilot

Purpose:	To create open access online learning resources on diagnostics and AMR using a challenge contest to crowdsource clinical cases on AMR/diagnostics
Target Audience:	Physicians, healthcare providers
Platform:	[**CME Module**](#)
Action:	Learning module was created
Next steps:	Pilot finalized version of the module among physicians

In summary

- ✓ Crowdsourcing contests are not complete until results are shared using the appropriate channels

- ✓ Effective dissemination of outputs is largely dependent on:
  - *Purpose of the contest*
  - *Outcomes generated*
  - *Target audience*

Thank You