Crowdsourcing Clinic: Promoting Challenge Contests

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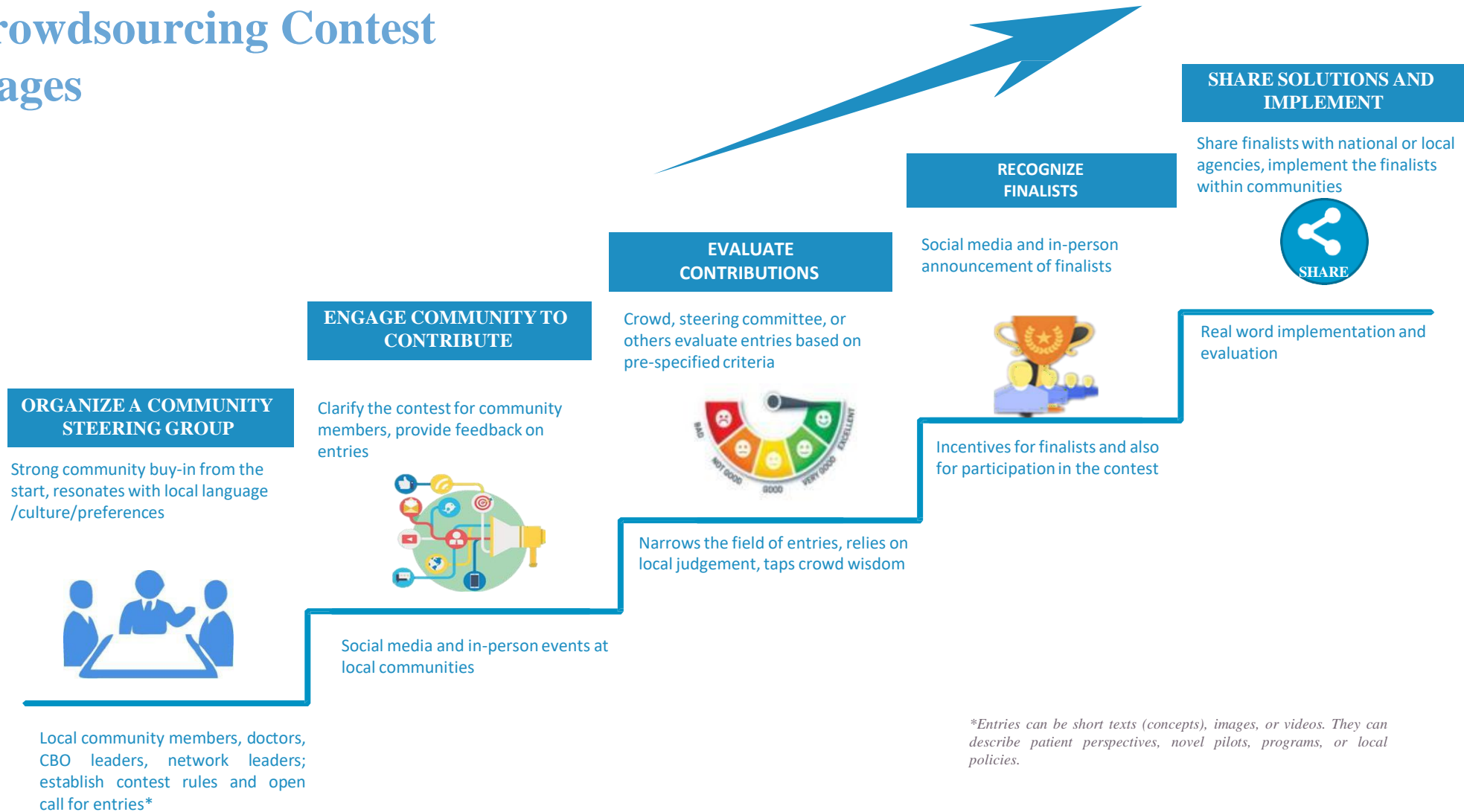October, 2019

Outline

➤ Introduction to promoting challenges

➤ In-person events
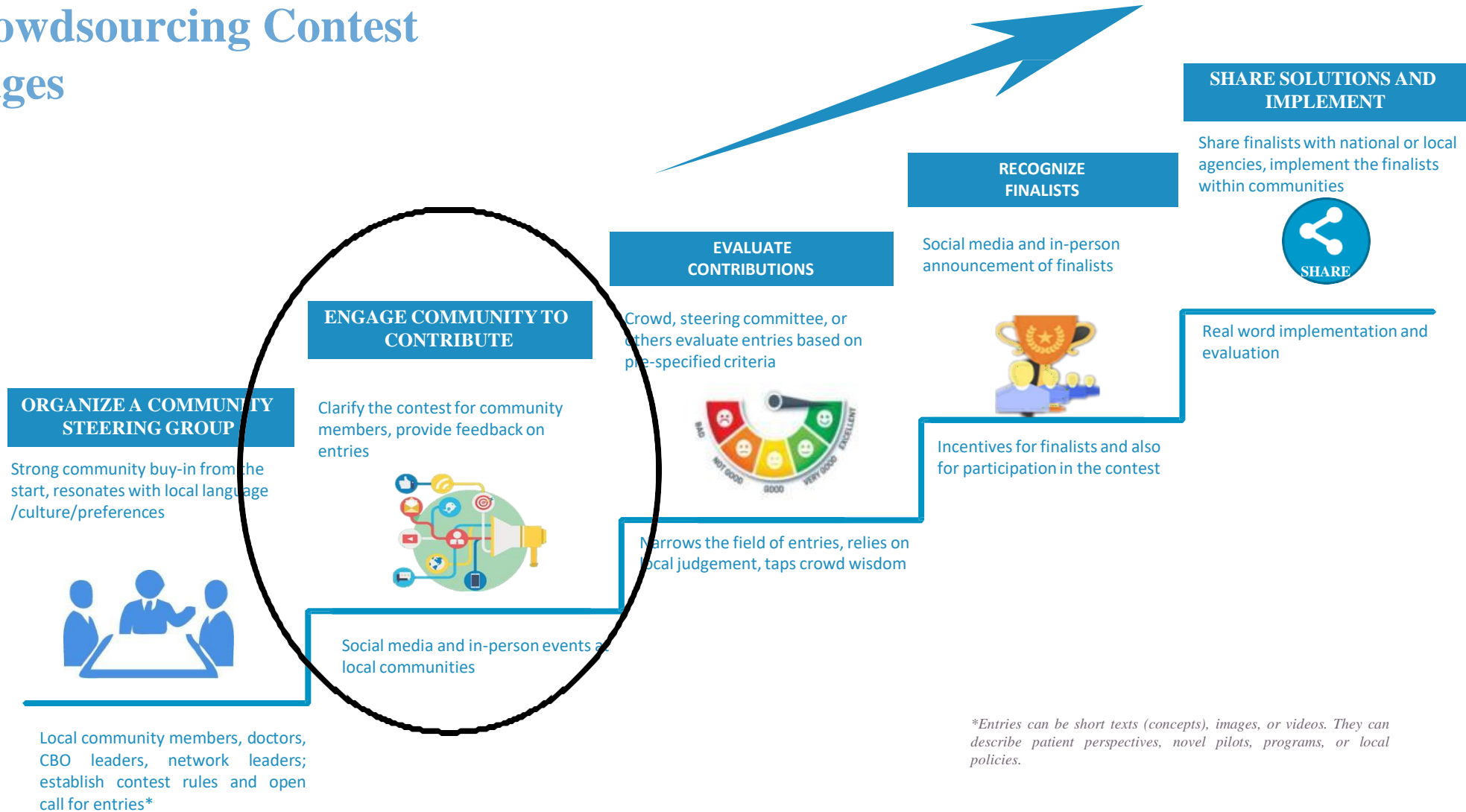
➤ Social media promotion

➤ Resources

Outline

➢ **Introduction to promoting challenges**

➢ In-person events

➢ Social media promotion

➢ Resources

Crowdsourcing Contest Stages

SHARE SOLUTIONS AND IMPLEMENT

Share finalists with national or local agencies, implement the finalists within communities

SHARE

RECOGNIZE FINALISTS

Social media and in-person announcement of finalists

EVALUATE CONTRIBUTIONS

Crowd, steering committee, or others evaluate entries based on pre-specified criteria

Real word implementation and evaluation

ENGAGE COMMUNITY TO CONTRIBUTE

Clarify the contest for community members, provide feedback on entries

Incentives for finalists and also for participation in the contest

ORGANIZE A COMMUNITY STEERING GROUP

Strong community buy-in from the start, resonates with local language /culture/preferences

Narrows the field of entries, relies on local judgement, taps crowd wisdom

Social media and in-person events at local communities

Local community members, doctors, CBO leaders, network leaders; establish contest rules and open call for entries*

Entries can be short texts (concepts), images, or videos. They can describe patient perspectives, novel pilots, programs, or local policies.

Tucker & Fenton, Lancet HIV, 2018

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Rationale for promotion

➢ Increase pool of participants

➢ Increase awareness/understanding of the challenge (differentiate from the many other contests, see McDonalds to right)

➢ Build trust in the partners and team (make it personal, see right photograph)

➢ Increase awareness of the broader issue (e.g. TDR Global)

➢ Increase the engagement of the local communities

Points for Consideration in Promotion

Who?	**Who is the intended audience of this message and what are their preferences?**
What?	What is the key message that needs to be conveyed? What can be simplified and what needs to retain complexity?
Why?	Why should the viewer care about this challenge?
When?	What makes this topic urgent now? Why is now an important time to join this challenge contest?
How?	How will this message be delivered to viewers (e.g., print, social media)?
Where?	Where is the group or groups that you intend to reach (e.g., geographic region, demographic group)?

Example: Our Mentorship Challenge

Who?	Global health researchers in your region, mentees, mentors, former trainees, professors (universities, research units, companies)
What?	Join the research mentorship challenge to describe practical advice for mentorship in LMICs
Why?	Build capacity for research in your region, become more familiar with TDR as an organization,
When?	Much research mentorship is a peripheral, limited understanding of research mentorship in the context of LMICs
How?	Combination of in-person activities (at universities, research units) and social media promotion
Where?	Online and in-person locations that researchers frequent

Research Mentorship Challenge Contest

Deadline for submissions: December 1st
www.seshglobal.org/TDRmentorshipcontest

UNC GLOBAL

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➢ Introduction to promoting challenges

➢ **In-person events**

➢ Social media promotion

➢ Resources

In-person activities for promotion: Why?

➢ In-person events build trust and understanding in the challenge

➢ Challenge contests participants were twice as likely to learn about it through in-person events compared to social media[1]

➢ And the submission is highly related to in-person events

➢ Other research on challenge contests suggests the importance of in-person events[2]

[1]Zhang et al., BMC Infect Dis, 2019
[2]Mathews et al., J Virus Erad, 2017

In-person activities for promotion: How?

➢ Integrate into existing in-person meetings (lab meetings, research conferences, works-in-progress meetings, seminars, webinars)

➢ Bring information about the challenge– flyers or postcards with basic information and URL

➢ Brief introduce the call for entry, if possible

➢ Allow participants to directly participate as part of the activity

➢ Types of activities: didactic session at university, feedback session in a public space, co-creating workshop in coffee bars

In-person activities: Didactic session

➢ *Format:* structure a brief postgraduate (medical school, graduate school) lecture on a related topic (e.g., research mentorship, career development) and then introduce the challenge contest

➢ *Advantages:* Leverages the captive audience of junior investigators within a university setting, gives people confidence, attracts an audience interested in research

➢ *Disadvantages:* need to coordinate with the hosting institutes, need to consider student schedules (avoiding exam periods, etc.)

In-person activities: Feedback session

➢ *Format:* set up a booth in a public space (convention, meeting, square) and provide information about the challenge, in addition to feedback about specific ideas

➢ *Advantages:* May be able to find larger number of people and reach beyond academic researchers, can provide feedback on specific ideas

➢ *Disadvantages*: Need to spend more time explaining the context of research mentorship for a general audience

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Social media promotion for challenge contests

➢Rationale for social media promotion:
social media can reach a subset of infectious disease researchers, especially younger researchers;
many existing online networks;
can embed images and links to videos

➢However, need to be aware of inequities built into the largest social media networks (Twitter is not a level playing field)

Social media promotion for challenge contests

Call for entries broadly distributed through social media

Infographics to Promote: Why?

➢ A visual image that provides information or data in a way that could be understood by the public

➢ Less cognitive demand compared to text; easier to understand by a broader audience

➢ Infographics are increasingly one part of a strong research manuscript (e.g., Lancet, NEJM, JAMA, BMJ)

➢ Learning how to create infographics is also a useful skill for researchers[1]

[1]Thoma et al, CJEM, 2018; Ibrahim et al Ann Surg, 2017; Buljan J Clin Epi 2018

Infographics: How?

➢ Focus on highlights and the message (don't let the visual element distract from the overall message)

➢ Developed through co-creation (in partnership with local community members or other participatory activities) or within your communication team

➢ Examples: sketching notes, photographs with texts, pulled out quotes

➢ Avoid: no inform consent for facial pictures

Sketch Notes on Research Mentorship
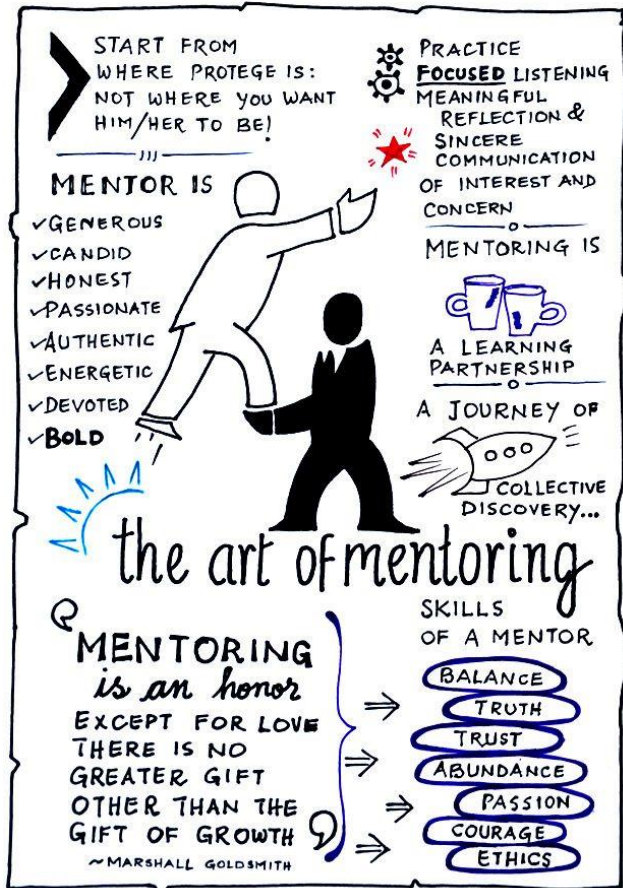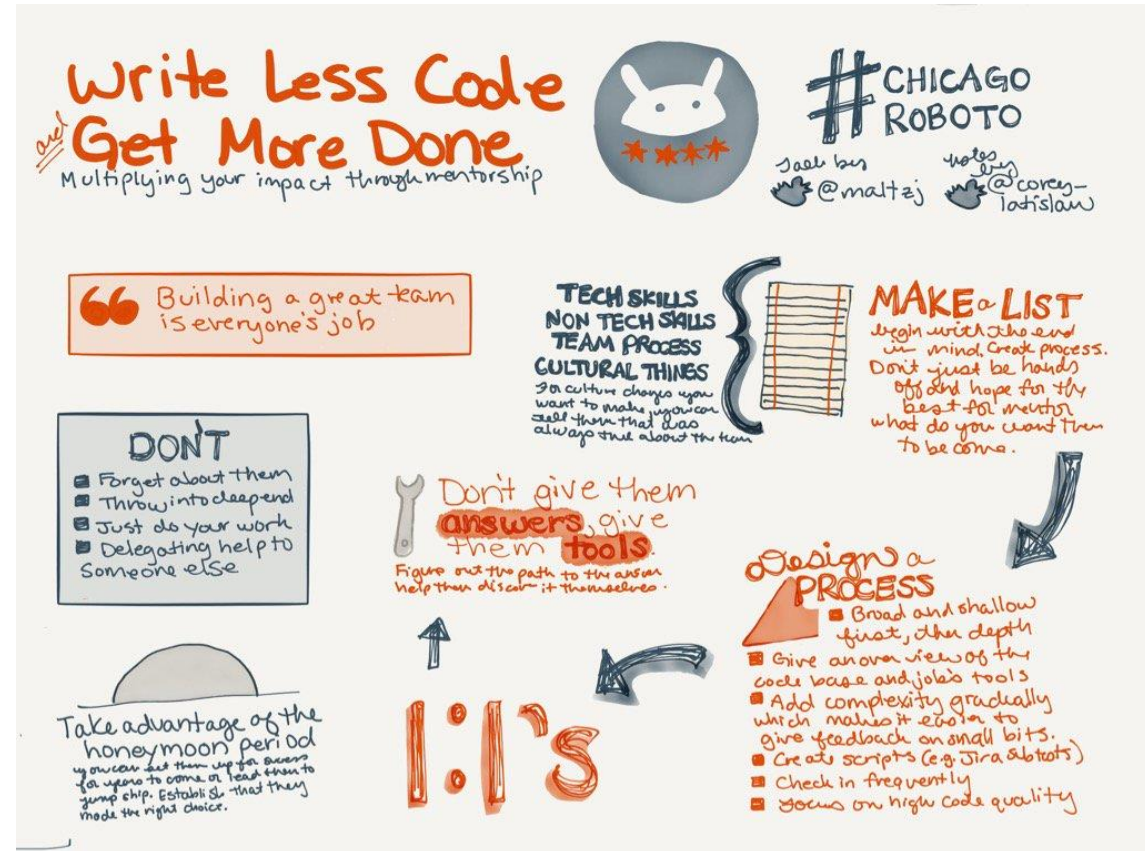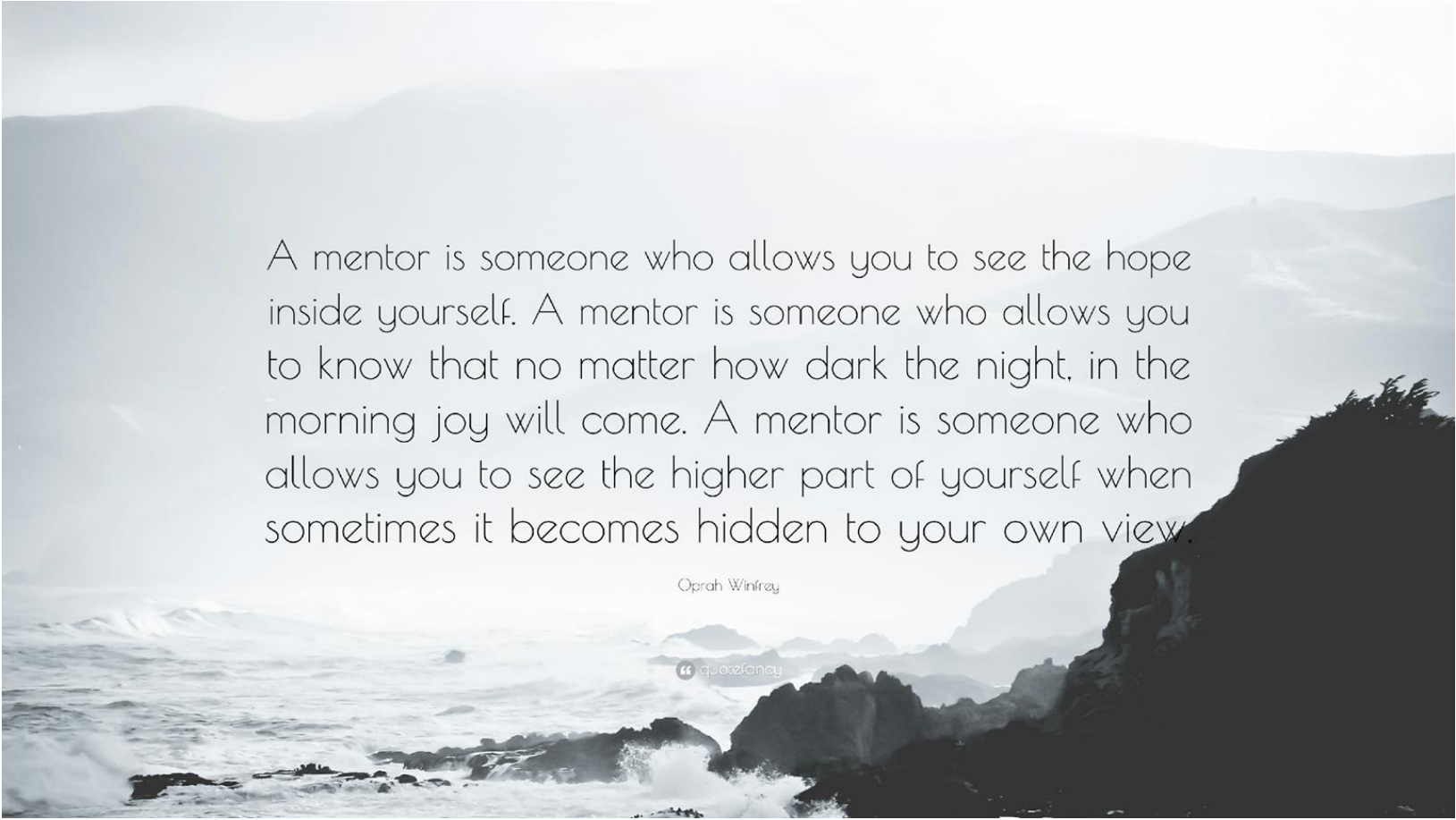
Quote from Oprah

A mentor is someone who allows you to see the hope inside yourself. A mentor is someone who allows you to know that no matter how dark the night, in the morning joy will come. A mentor is someone who allows you to see the higher part of yourself when sometimes it becomes hidden to your own view.

Oprah Winfrey

Infographics for Mentorship Contest

Infographics for crowdsourcing

HEALTHY CITIES, BETTER FUTURE
CROWDSOURCING
WWW.SESHGLOBAL.ORG

INNOVATIVE TECHNIQUES
Crowdsourcing is the process of having a community collectively solve a problem through providing ideas to the crowdsourcing organizer who then share the resultant solutions with the public. This project asked Chinese citizens what they thought could be done to improve urban public heath in China

1. ORGANIZING
The Steering Committee was responsible for guiding, directing, and implementing to crowdsourcing contest. Committee members consisted of experts in relevant fields.

2. SOLICITING
An open call for entries asked respondents to address any of the chosen categories:
1. What does a healthy city look like?
2. How do you build a healthy city?
3. What contribution have you made to building a healthy city?

3. EVALUATING
Judging criteria
• Healthy and positive content
• Relation to healthy cities concepts mentioned in the call for entries
• Innovation and creativity
• Engagement
• Feasibility and potential value for promotion

4. CELEBRATING
Submissions that received prizes or honorable mentions received a variety of gifts and rewards. Finalists were considered for inclusion in The Lancet, dependent on the Journal's considerations.

5. SHARING
Sharing new solutions and ideas from this contest is an important step in engaging the community and having an impact beyond the contest's participants. Selected works were shared via social media and affiliated websites.

Short Videos

➢ Explain research findings and reach a broader audience

➢ Formats: time lapse video, short personal film, brief animation (not a TED talk)

➢ *Advantages:* easy to share on social media; helps to personalize and contextualize the challenge; inspire excitement and trust in the challenge

➢ *Disadvantages:* requires more skill to produce and edit compared to an infographic

Women Leadership in Global Health Challenge Contest

Tips for Social Media Promotion

➢ Make it personal and local – a smiling face or image from a local infectious disease researcher will go farther than an unfamiliar foreigner

➢ Co-create with your audience – engage junior researchers, students, interns and others to help develop (and get feedback on) your draft messages

➢ Use multiple networks – snow ball effect, use social networks of engaged individuals to further expand the promotion


Photo Credit: Upflash

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Resources

- Open access resources for designing infographics for public health (non-commercial).
  - 1)Visualising Health: https://visualisinghealth.files.wordpress.com/2014/12/guidelines.pdf.

- Open access resources for designing videos.
  - 1.Video Production Tips (non-commercial from PennState): https://mediacommons.psu.edu/2017/02/01/video-production-tips/
  - 2.Creating video abstracts (from BMJ Author Hub): https://authors.bmj.com/writing-and-formatting/video-abstracts/

- More about crowdsourcing: www.seshglobal.org
- http://crowdsourcingclinic.org/Clinic/

TDR Practical Guide to Crowdsourcing

- Step-by-step guide – soups to nuts of organizing crowdsourcing contests
- Risks and mitigation
- Open access online (Google WHO and crowdsourcing)
- Case studies, FAQs

CROWDSOURCING IN HEALTH AND HEALTH RESEARCH:

A PRACTICAL GUIDE
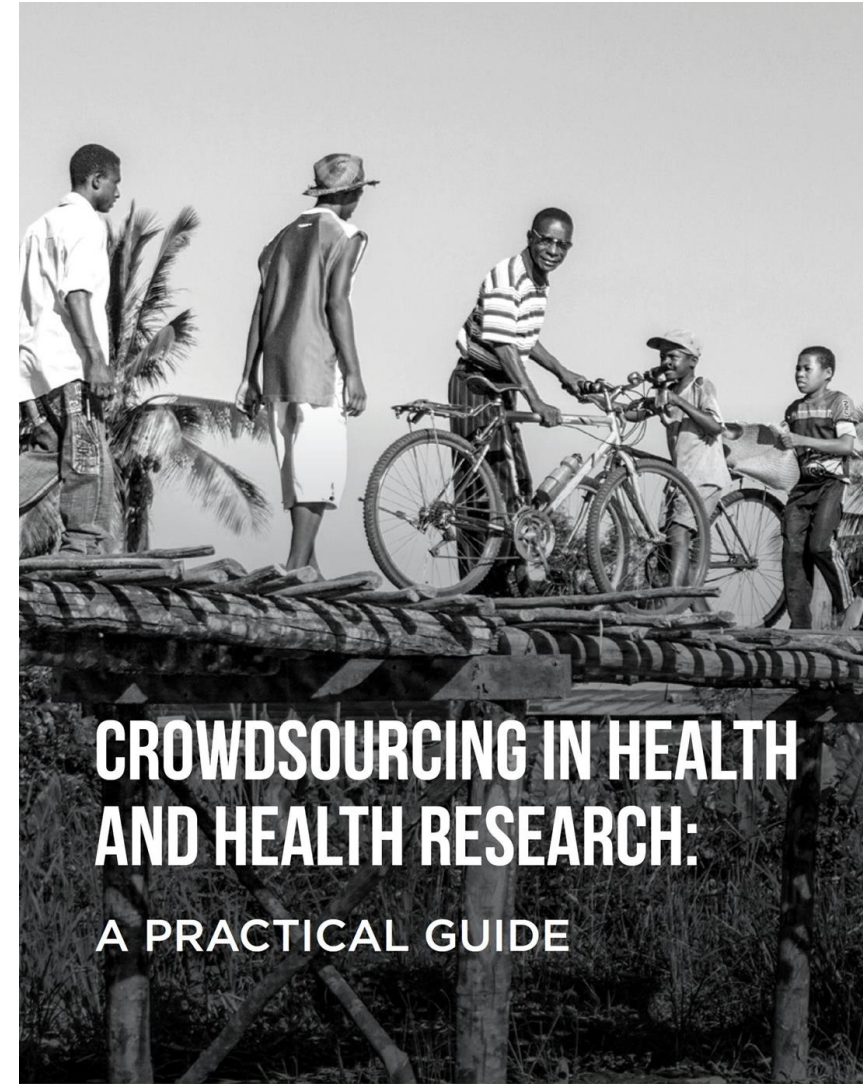
Take-Home Messages

- **Plan:** Talk to your team about what would work in the local context and what has been done before

- **Steer:** Generally, steer away from the many companies converging in this space (infographic software, company-led videos, etc.) – you can do promotion in partnership with the community and within your team!

- **Co-create:** Plan in-person events and social media promotion with the volunteers, key populations, COBs, and others whom who hope to reach

- **Iterate:** Anticipate this is an iterative process that takes time, but ultimately will enhance your communications

Questions for discussion?

THANK YOU!

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