



CROWDSOURCING TIMELINE

Excerpt from Chapter 2 of *Getting Results From Crowds*

See www.resultsfromcrowds.com for free book chapter and many other crowdsourcing resources

<p>The British Government offers a "Longitude Prize" of £20,000 for a reliable method of calculating a ship's longitude</p>	<p>King Louis XVI of France offers a prize for producing alkali from sea salt, with Nicholas Leblanc taking the prize eight years later</p>	<p>First publication of a fascicle of the Oxford English Directory (OED), which used around 800 volunteer readers in cataloguing words</p>	<p>The publication of the third "Lonely Planet" Travel Guide ushers in an era of user contributed updates, tips and corrections from independent travellers</p>	<p>The Hollywood Stock Exchange founded to buy and sell prediction shares of movies, actors, directors, and film-related options</p>	<p>Incoming Procter & Gamble CEO A.G. Lafley announces plan to generate 50% of R&D from outside the company</p>	<p>JustGiving established as Internet-based platform to help people raise money for charities</p> <p>ArtistShare launches as general creative "fan-funding" platform</p>	<p>Wikipedia launches, initially as a "feeder" to the more structured Nupedia</p> <p>InnoCentive set up by Eli Lilly to act as a broker between a "crowd" of registered users and the outsourced R&D requests from pharmaceutical companies</p>	<p>Crowdfunding platform IndieGoGo launched</p> <p>Investment into oDesk brings its total funding to \$29 million</p>	<p>The Guardian crowdsources examination of MP expenses</p>										
1714	1783	1884	1916	1957	1979	1981	1996	1997	1998	1999	2000	2001	2003	2004	2005	2006	2008	2009	2011
<p>Planters Peanuts holds contest to develop its logo</p> <p>Jørn Utzon selected as winner for design competition for Sydney Opera House</p> <p>Tim and Nina Zagat establish the Zagat restaurant guide, initially drawing on reviews from their friends, and then the broader community</p>	<p>Rock band Marillion raises \$60,000 from fans on the Internet to fund their U.S. tour</p> <p><i>The Rise of the E-Lance Economy</i> by Thomas Malone and Robert J Laubacher published in Harvard Business Review</p> <p>E lance launches as first major online service marketplace, inspired by the 1998 HBR article</p>	<p>oDesk commences as a service marketplace, soon launching its Team software which monitors workers to log work performed</p> <p>U.S. Department of Defense launches Policy Analysis Market for event prediction but is quickly closed after criticism of it as a "terrorism futures market"</p> <p>GetAFreelancer launched in Sweden, later moved to Australia and renamed Freelancer.com</p> <p>The book <i>The Wisdom of Crowds</i> by James Surowiecki popularizes the idea of the value of "collective wisdom"</p>	<p>Design competition platform 99designs raises \$35 million in its first external fund raising</p> <p>Iceland government crowdsources the process for its new constitution</p> <p>Journalist Jeff Howe coins the phrase "Crowdsourcing" in an article for Wired Magazine</p> <p>Sellaband launches crowdfunding platform for music</p> <p>Amazon.com launches the microtask platform "Mechanical Turk", which was originally developed internally to identify duplicate product pages</p>																