Testbirds

Press Release

Code of Conduct "Paid Crowdsourcing / Crowdworking"

Leading crowdsourcing companies present self-imposed Code of Conduct

Munich, 09.07.2015 - *The famous crowdsourcing providers: clickworker, Streetspotr and Testbirds have jointly drawn up a code of conduct with the support of the German Association of Crowdsourcing, which should govern future cooperation between providers, clients and crowdworkers. The code of conduct was presented for the first time to the public on the 8th of July, 2015 as a part of a panel discussion with representatives from the economic, scientific and labour sector. The aim is to complement current legislation that establishes a set of general guidelines which make crowdworking a new form of working, resulting in a win-win situation for everyone involved. The Code of Conduct is readily available and open for signatures to all interested companies. In addition, it will be continuously developed as required. For in-depth information please refer to: http://crowdsourcing-code.com*

Crowdsourcing, or the outsourcing of projects and tasks to the global internet community, is no longer a phenomenon that exists in the margins of society. More and more people are taking advantage of this opportunity to make money, while businesses gain access to a large variety of potential workers as well as experts. "Crowdworking addresses the desires of many employed workers to achieve more freedom and flexibility," explains Philipp Benkler, CEO of Testbirds, the company that took the initiative to create the Code of Conduct. "With regards to the actual design of the crowdworking process, there are still many uncertainties," says Benkler. With this set of self-imposed rules, crowdsourcing providers aim to bridge the gap and do their part in order to achieve a profitable income as well as a motivating form of employment for all parties involved in this initiative. In addition to this, the Code of Conduct includes guidelines on data protection, terms of reference and communication amongst other important principles.

"Crowdsourcing more and more allows the creation of new forms of employment as well as an original approach to cooperation between all relevant parties. Due to the constantly changing requirements for work an open and flexible structure within organizations has become a necessity," emphasizes Dr. Michael Gebert, vice president of the Association of crowdsourcing. "A joint Code of Conduct allows a solid and sustainable base for cooperation with the providers of fluid, crowd-based working models. By creating the Code of Conduct, essential cornerstones and consolidated values are established and acknowledged. The Crowdsourcing Association welcomes and supports this initiative."

"Crowdworking has become an integral part of society and it is here to stay. Therefore, I think it is necessary to speak about the conditions and rules surrounding it as well as

to promote future discussions," adds Dorothea Utzt of Streetspotr. Christian Rozenich, CEO of clickworker also agrees, "The Code of Conduct is an important step to further professionalize the crowdsourcing industry and to together send a clear message. All interested companies are invited to join this initiative."

For more information about the Code of Conduct, please refer to:
http://crowdsourcing-code.com.

About clickworker

With more than 700,000 freelancers, so-called Clickworkers, in Europe, America and Asia, clickworker is one of the leading providers of paid crowdsourcing.
clickworker offers scalable solutions relating to text production, web research, product data maintenance, surveys, categorization and tagging in 18 languages and in more than 30 target markets.
clickworker is a full service provider and offers standardized as well as individual solutions for the implementation of data oriented projects for its clients. These projects are broken down into micro jobs using an automated process, and worked on by qualified Clickworkers from the crowd. All results are quality controlled, reassembled and delivered to the customer.
For smaller and standardized tasks in the areas of text production and surveys, clickworker in addition offers a self-service solution via the online marketplace.
This field-tested process offers reliable and high-quality results with high efficiency and outstanding scalability, and at lower prices than with conventional approaches.

Further information at: www.clickworker.com

About the Streetspotr

Streetspotr is Europe's largest mobile workforce and a pioneer in the field of mobile crowdsourcing. Over 300,000 users perform tasks via smart phone for companies from very diverse industries, who have a need for location based information, for example local advertisement and product placement, or market research and data verification. In real time the clients (Ferrero, Sony, Microsoft, Ültje, LG and Paulaner among others) receive data like photos, videos and on site checks that are performed by users "on the go." All information is made available on the online customer portal, and evaluations as well as dashboards are provided. Through this type of information acquisition, firms can profit from the "knowledge of many" and a classic win-win situation is created: the user earns a little pocket money in passing; the customer saves itself tremendous time, travel and personnel costs, and receives quick and efficient insights, which would otherwise require great effort.

Further information at https://streetspotr.com

About Testbirds

Testbirds is an IT service priver with headquarters in Munich and offices in England and the Netherlands as well as a franchise in Hungary. The company specializes in testing apps for mobile devices (Apple iOS, Google Android, Windows Phone, Blackberry OS) as well as web applications (online-stores, websites etc.). Testbirds uses crowdsourcing to gather the feedback of a multitude of external experts as well as focus groups from different backgrounds bringing a diversity of IT-knowledge, personal interests and life experience to find bugs and usability issues.

By using the concept of "crowdtesting" Testbirds can supply a large pool of testers with a myriad of different combinations of devices and operating systems on a short term basis. The crowd finds bugs and offers valuable advice, tips and suggestions for the improvement of the usability of your software. This is why Testbirds provides efficient, comprehensive, flexible and high-quality crowd testing

Testbirds stands for flexible, high-quality software testing and is an ideal tool to complement conventional testing methods. The company was founded in 2011 and funded by the Federal Ministry of Economics and Technology in the period from 01.06.2012 to 31.05.2013.

For more information visit www.testbirds.com

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