

# Crowdsourcing

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## Agenda

- Crowdsourcing History and Background
- Crowdsourcing Demo
- Worker Quality Control Theories and Tactics
- Crowdsourcing War Stories




## Isaac's Background

Former UW/CSE Student. Worked for Microsoft & then Amazon after graduation.

Responsible for launching Amazon's Mechanical Turk on Nov 2005

Sold crowdsourcing consulting business, TurkForce, to CrowdFlower in 2010

Founded Chirpsy in 2011...





## Nathan's Background

- Started Career by working for 7 startups in 6 years, doing all manner code.
- Followed that with a stint at Los Alamos National Labs - doing a bunch of more academic things.
- Founded CastingWords in Nov 2005 right when MTurk launched, ~7 year ago.







## What is crowdsourcing?

Crowdsourcing is ...

“Engaging distributed groups of people with an open call to complete a task.”

— Jeff Howe 2006






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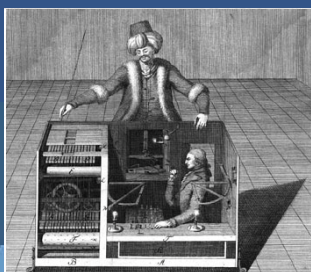


### Crowd Labor

- Definition: Leveraging of a distributed virtual labor pool, available on-demand to fulfill a range of tasks from simple to complex



### History Lesson: The Original Mechanical Turk



### 5 Minute Mechanical Turk Demo...



## Worker Quality Control

- Plurality / Majority Rules
- Gold Standard Questions / Known Answers
- Peer Review / Grader Validation Workflows
- Algorithmic Approaches (Machine Learning)
- Worker Reputation
- Submission Credibility (Dynamic Quality Control)



## Crowdsourcing War Stories

- The Good...
  - Workers can be extremely helpful and proactive
- The Bad...
  - Mistakes can have long term consequences
- The Ugly...
  - Unpredictable Fraud



## Questions?

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