Crowdsourcing, Work, Play

- Lots and lots and lots of people...
  - Take pictures and upload them
  - Play solitaire on a computer
  - Will try something when bored

reCAPTCHA

- Completely Automated Public Turing Test to Tell Computers and Humans Apart
  - Email registration, Web forms, Blogs
  - Online polls
- Alan Turing: good, bad, ugly

GWAP: Games With A Purpose

- Hello World: Sixteen months, 103,417 lines of code, 154 meetings, 1,034 cans of Mountain Dew, and GWAP.com is finally here!
  - building gwap.com
- Why will people play these games?
  - Fun, Points, Humanitarian reasons, ...
  - Will the games keep getting played?
- Side effect: gender-labeling by image choice

Cybersourcing failure or success?

- Amazon’s Mechanical Turk
  - mturk: is it a black market? (2009)
  - mturk: failure by reward policy?
- http://crowdflower.com/ LaaS
  - Labor as a Service
  - Viable? See also http://doloreslabs.com
    CrowdFlower