

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

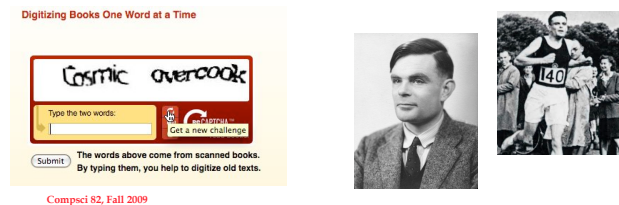


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9.1

reCAPTCHA

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



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9.2

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

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9.3

Cybersourcing failure or success?

- Amazon's Mechanical Turk
 - [mturk: is it a black market?](#) (2009)
 - [mturk: failure by reward policy?](#)
- <http://crowdfunder.com/> LaaS
 - Labor as a Service
 - Viable? See also <http://doloreslabs.com>



CrowdFlower

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9.4