

A large red square with a white border, centered on a white background. Inside the square, the text "Improving Crowdsourcing" is written in white, bold, sans-serif font.

Improving Crowdsourcing

The Team



Raymond Chan

Technology
grandpa.



Osama El-Gabalawy

Accomplished
shower singer.



Vivian Nguyen

Hardcore
powerlifter.

Initial POV

WE MET

Steve.

WE WERE AMAZED TO REALIZE

that he crowdsourced a solution with an open-ended problem.

IT WOULD BE GAME CHANGING TO

see how open-endedness improves crowdsourcing.

Additional Interview

Shubho
Artificial Intelligence Software
Engineer at Baidu, Inc.



Shubho Interview

- Says/Does
 - Talks with people to see how they interact with technology
 - Makes human-computer interactions more natural
- Thinks/Feels
 - Interacts with technology like with friends
 - Makes “conversations” more natural

Shubho Interview

- Insights
 - Technological designs are for the people.
 - People contribute most with friends.
 - Less verbal censorship involved with technology.

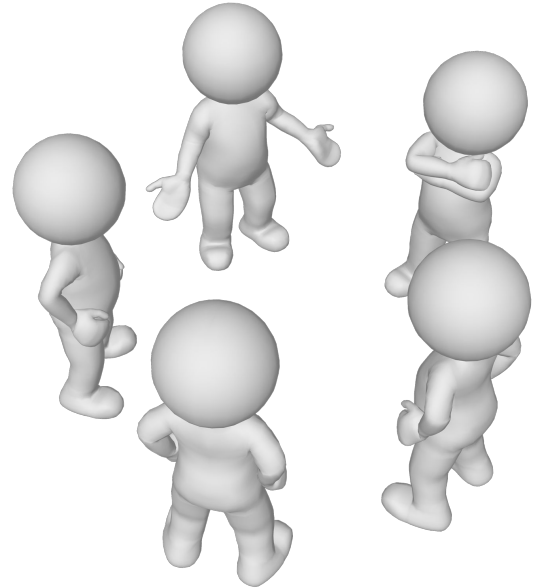


POV 1: 2 Forms of Crowdsourcing

Independent



Dependent



POV 2: Friendly Interactions



“Like telling a
friend you
want good
coffee...”



POV 3: Incentives

Giving back to
the community



HMW 1

Glean wisdom of the crowd

~

POV2 - Steve & Shubho

HMW 2

Turn peers' disapproval into constructive
feedback

~

POV2 - Steve

HMW 3

Tailor incentive programs to users

~

POV3 - Katelyn

Food (EP1):

Glean crowd wisdom without biasing your own contribution!

Two steps: **acknowledge your own bias** and **no access to other people's bias/reviews**

Bias may be an **integral and familiar element** of crowdsourcing

Express your assumptions and opinions about Cuban food before heading over to the restaurant.

ambiance



popular dishes



Pollo a la Plancha

Tierra y Mar

Plato de Verduras





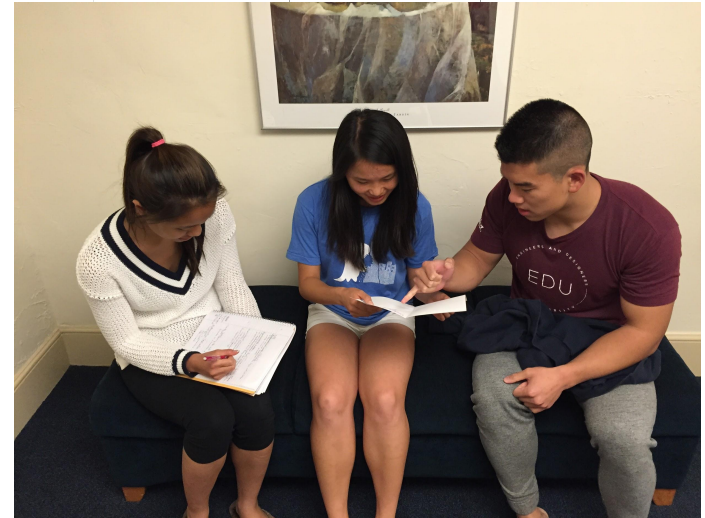
Change My View (EP2):

Harness the power of peer criticism.

Acknowledge your assumptions and biases and seek critique to learn.

Users are open to receiving criticism only if it is truly constructive.

<p>Welcome to Change My View 147</p>	   <p>WHERE? WHAT? HOW? WHY? WHEN? WHEN?</p>	<p>State your current assumptions and opinions about climate change here.</p> 
<p>Read up on an unbiased description of climate change and facts surrounding it while you wait for your peers to respond to your post.</p> 	<p>What did you think after reading the responses?</p>  <p>Let us know how you feel now – has your opinion changed or remained the same? Why?</p> 	<p><small>Feedback: Feedback form</small></p> <p><small>Home</small></p> <p><small>Read up on an unbiased description of climate change and facts surrounding it while you wait for your peers to respond to your post.</small></p> <p><small>What did you think after reading the responses?</small></p> <p><small>Let us know how you feel now – has your opinion changed or remained the same? Why?</small></p> <p><small>State your current assumptions and opinions about climate change here.</small></p> <p><small>Welcome to Change My View 147</small></p> <p><small>WHERE? WHAT? HOW? WHY? WHEN? WHEN?</small></p> <p><small>KEEP CALM CHECK THE FACTS</small></p> <p><small>REVIEW</small></p>



Teamwork Environment (EP3):

Work in a collaborative and supportive environment.

Your **contributions matter** and you're **part of a team**.

There must also be a competitive side to teamwork.

