

# Crowdsourcing Platforms

# Terminology

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Requester  
(AKA You!)

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Workers  
(AKA Crowdworkers/Turkers)



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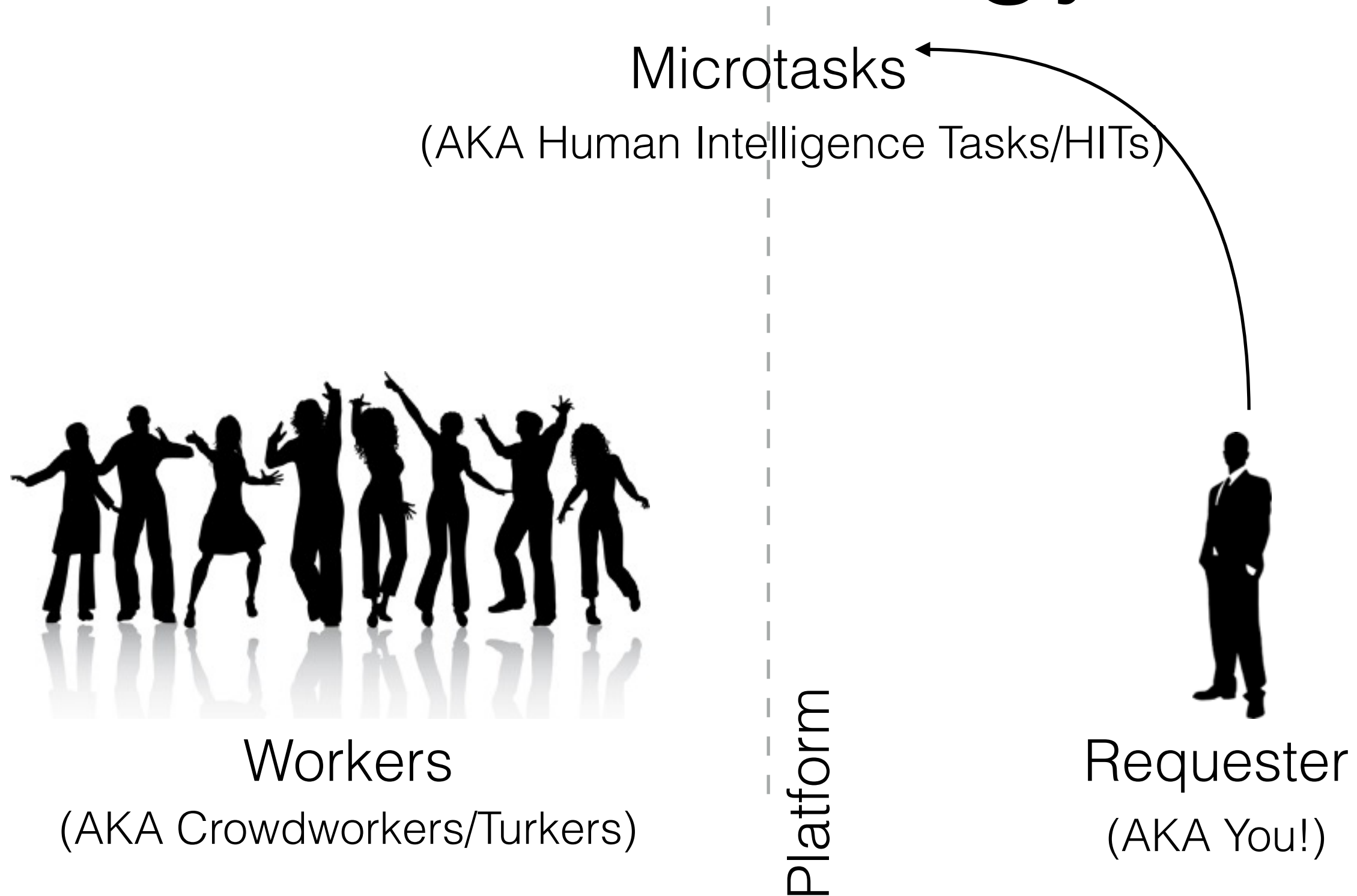


Platform

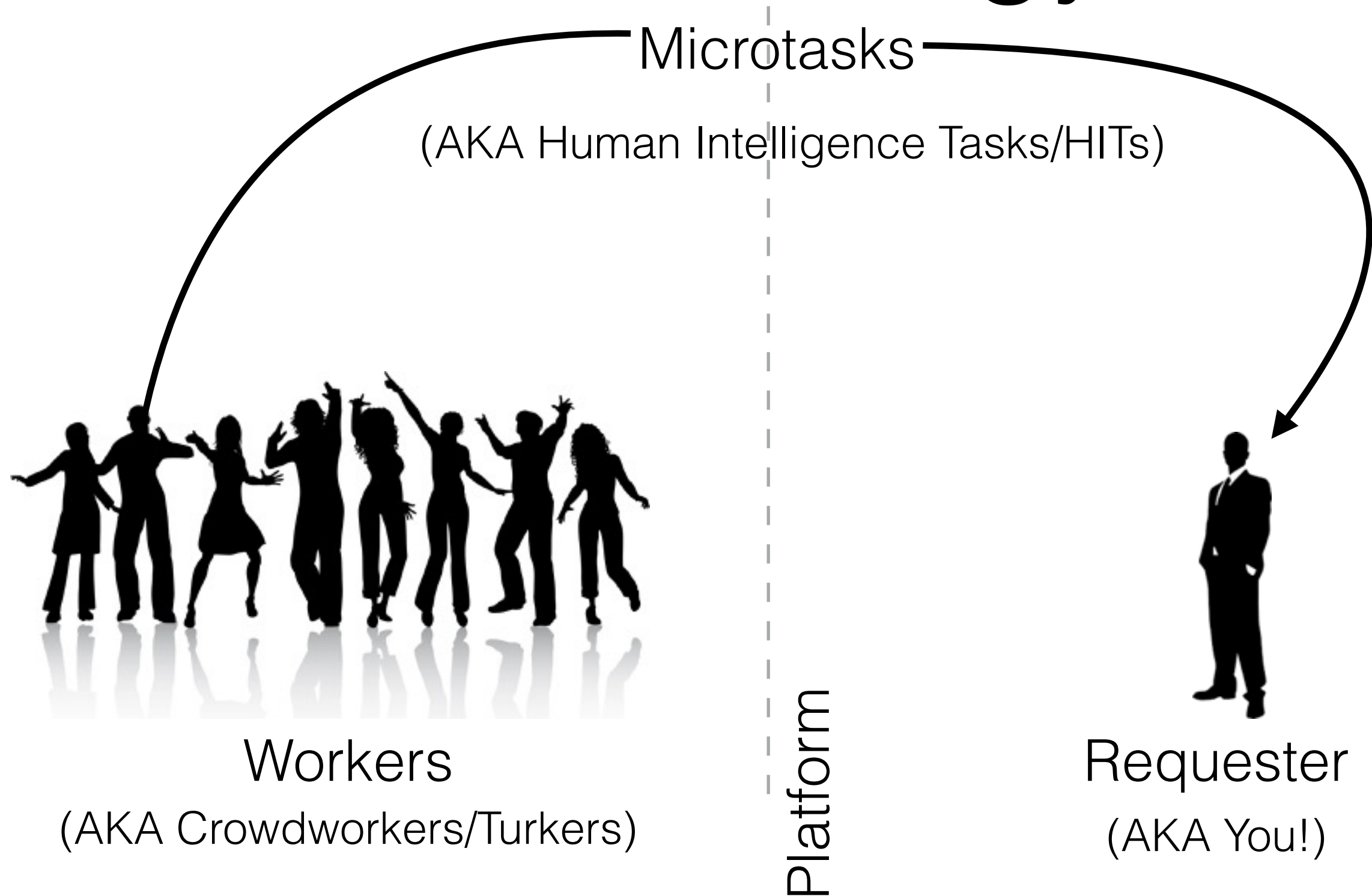


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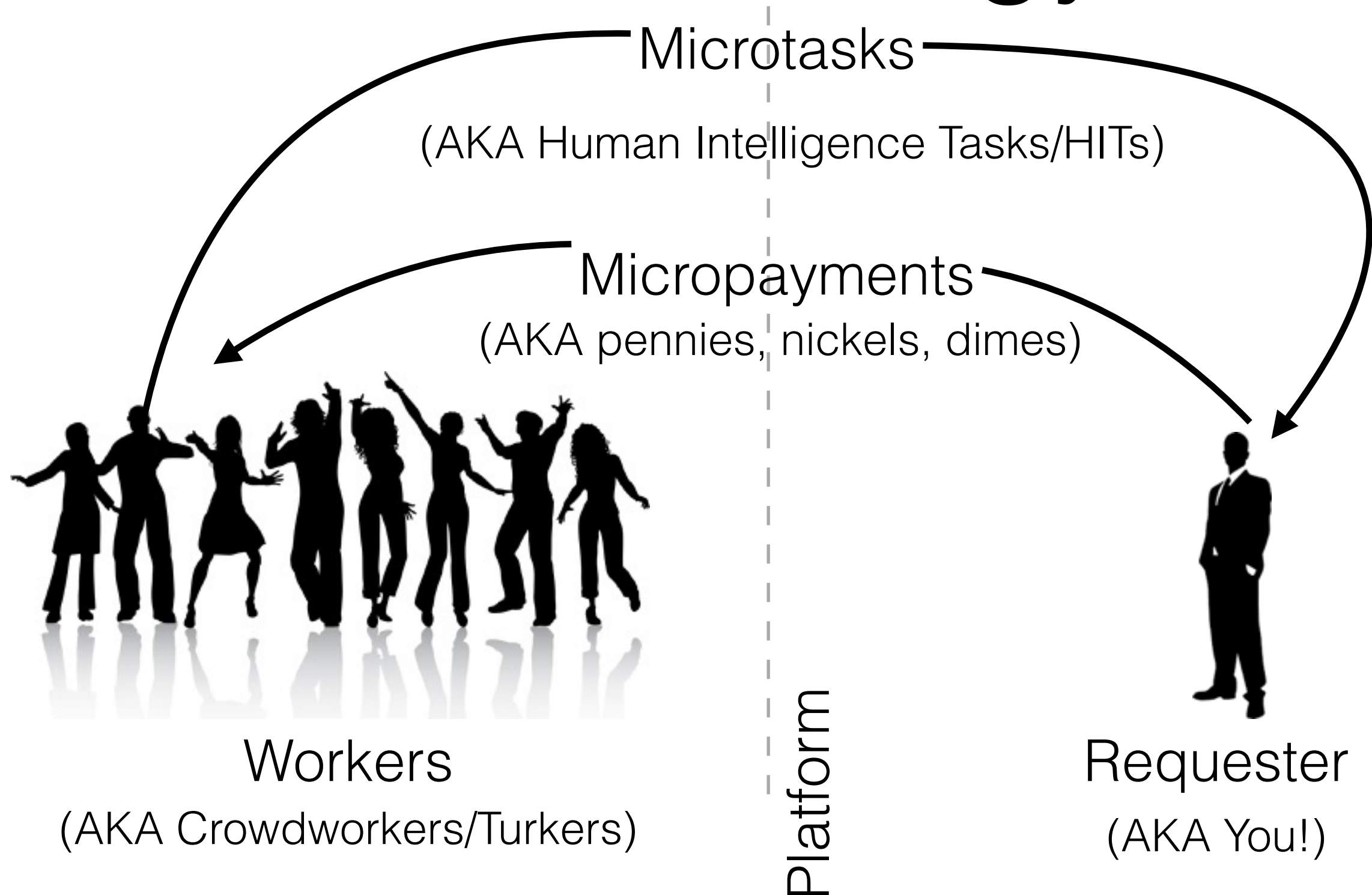
# Terminology



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Platform

# Terminology

Workers  
sign up  
directly

amazon mechanicalturk™  
Artificial Artificial Intelligence

CrowdFlower

Platform

# Terminology

Workers  
sign up  
directly



Work outsourced to  
workers on smaller  
platforms (e.g.  
gaming sites)

Platform

# How big is the market?

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Study from January 2009 - April 2010:

- 6,701,406 HITs total
- 165,368 HIT groups
- 9,436 requesters
- \$529,259 worth of rewards

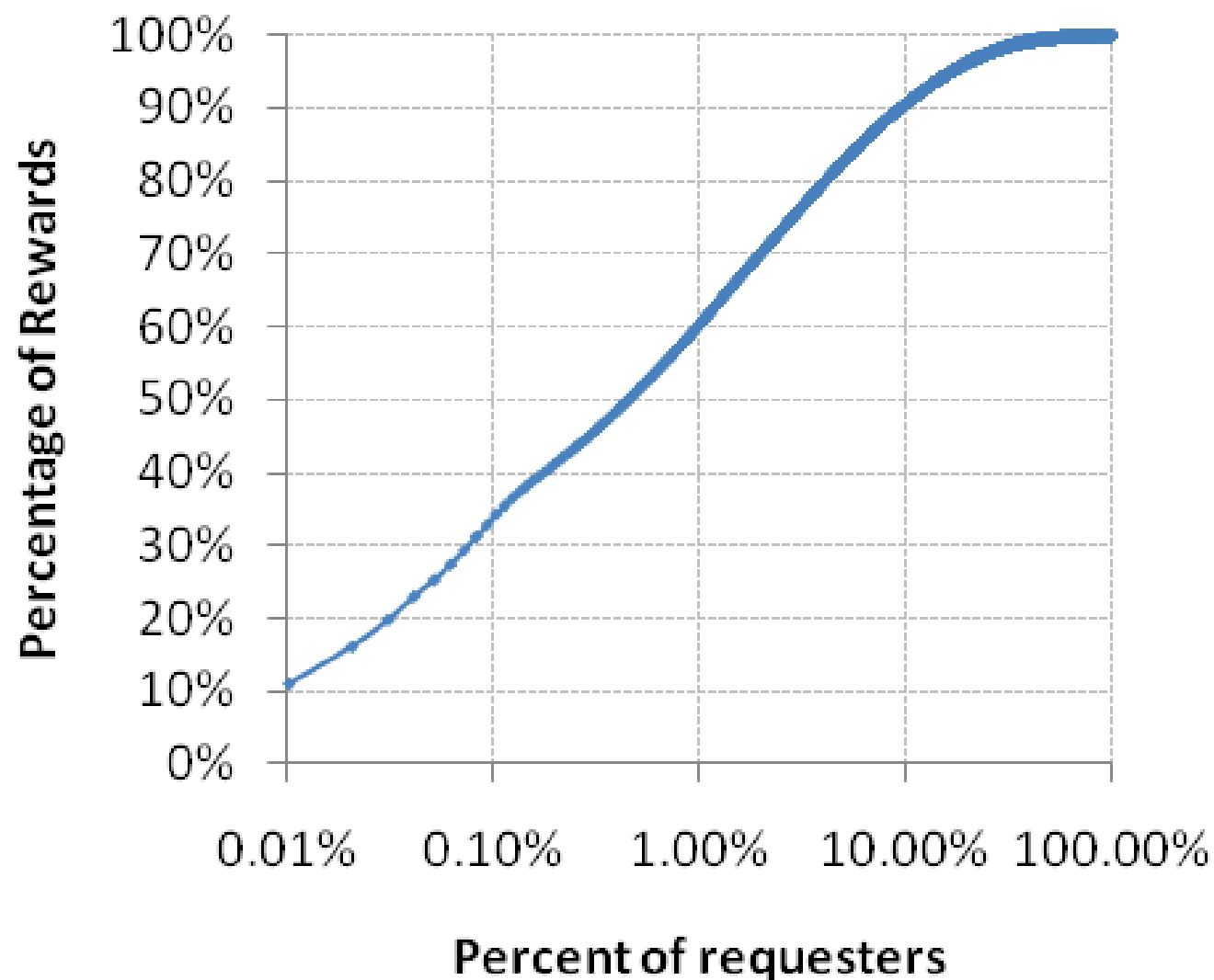
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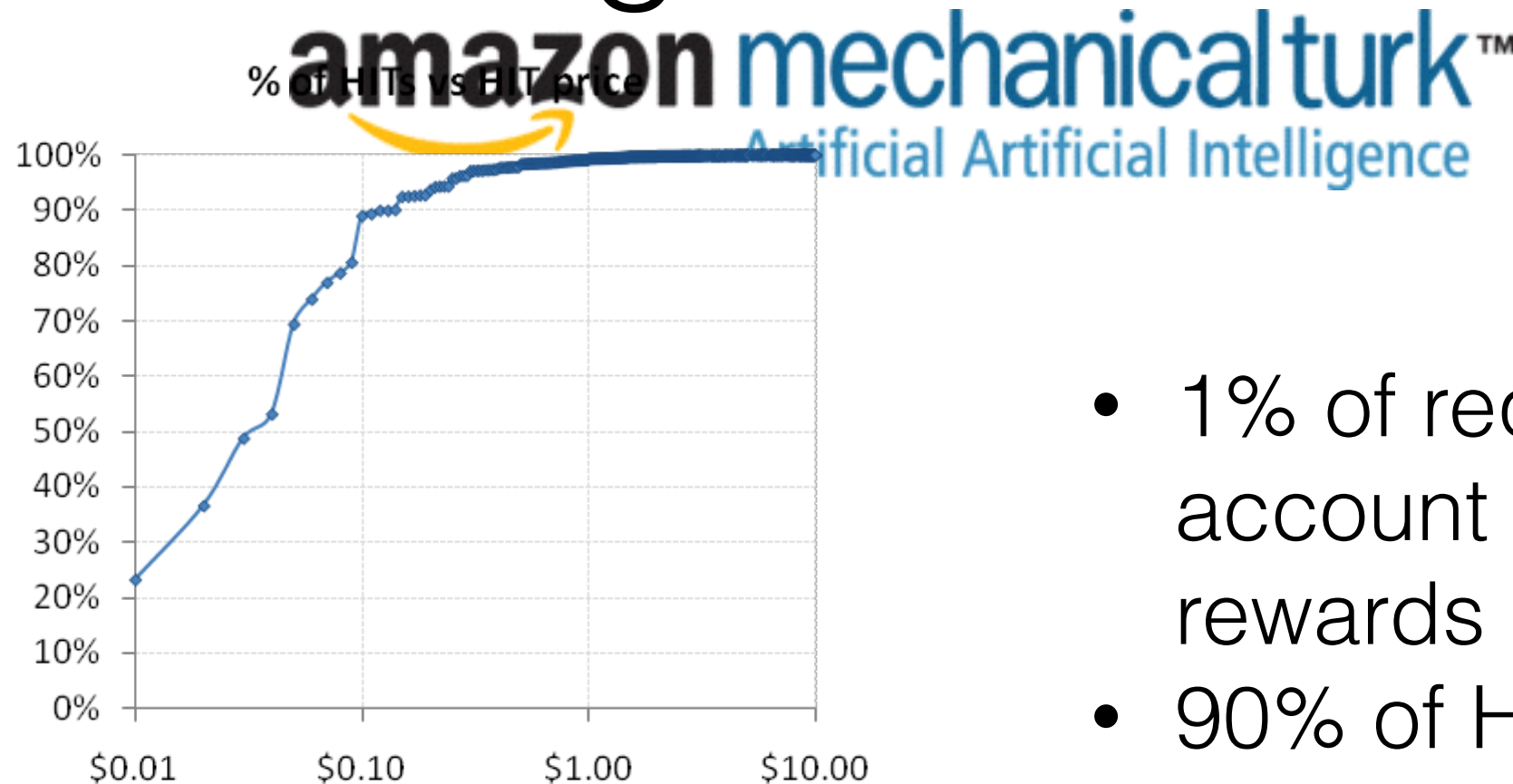


Q-Q Plot: % of rewards vs % of requesters

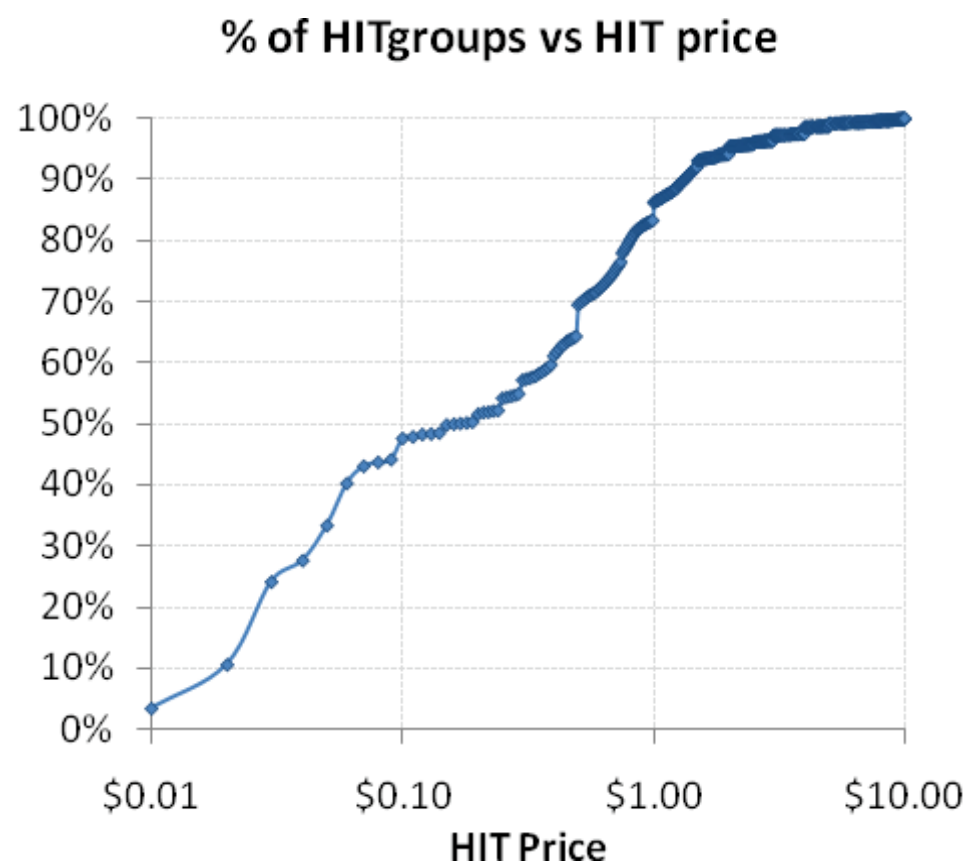


- 1% of requesters account for 60% of rewards

# How big is the market?



- 1% of requesters account for 60% of rewards
- 90% of HITs and 50% of HIT groups pay less than \$0.10

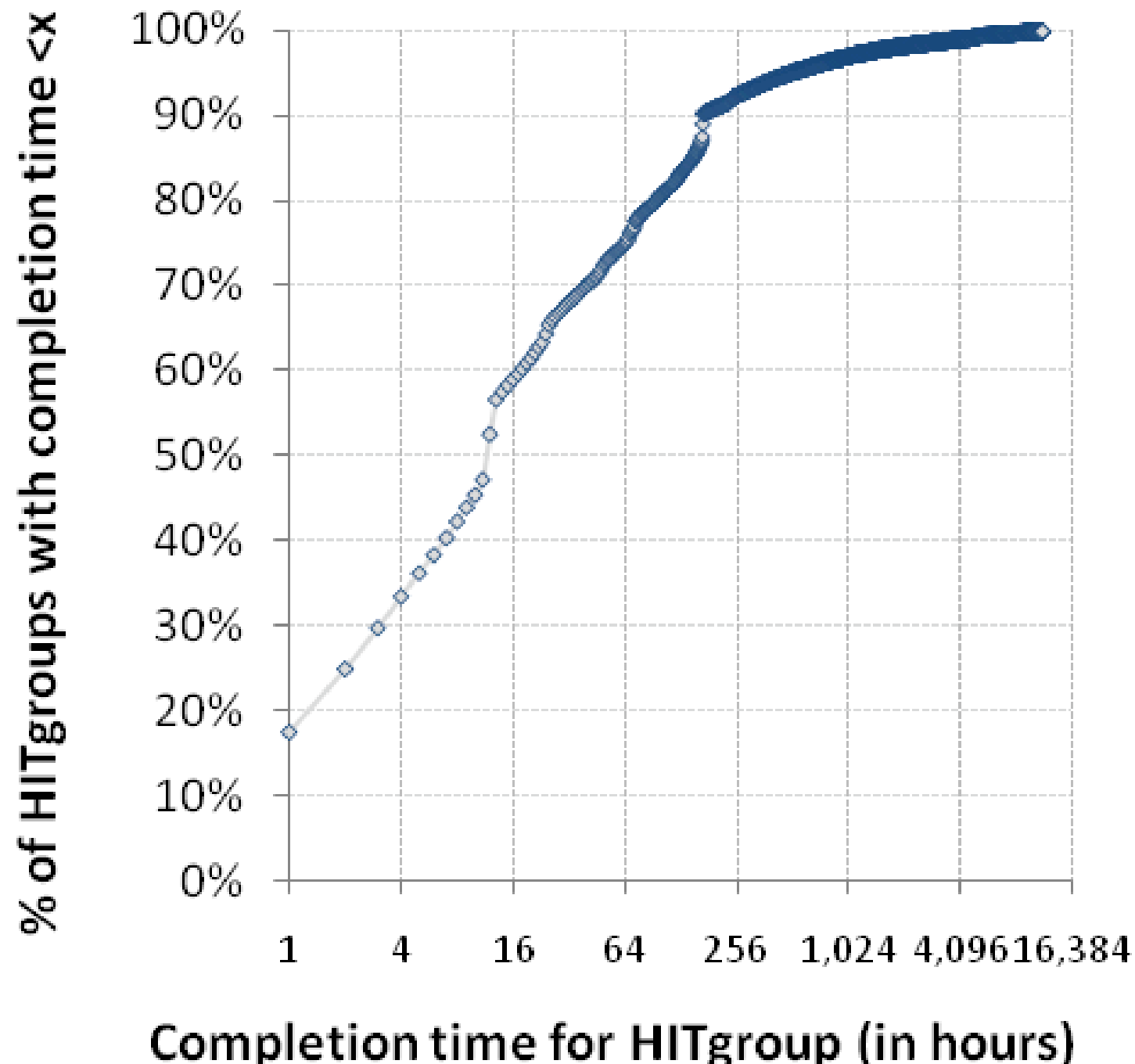




# How big is the market?



CDF of completion times for HIT Groups



- 1% of requesters account for 60% of rewards
- 90% of HITs and 50% of HIT groups pay less than \$0.10
- 60% of HIT groups are completed in less than 16 hours

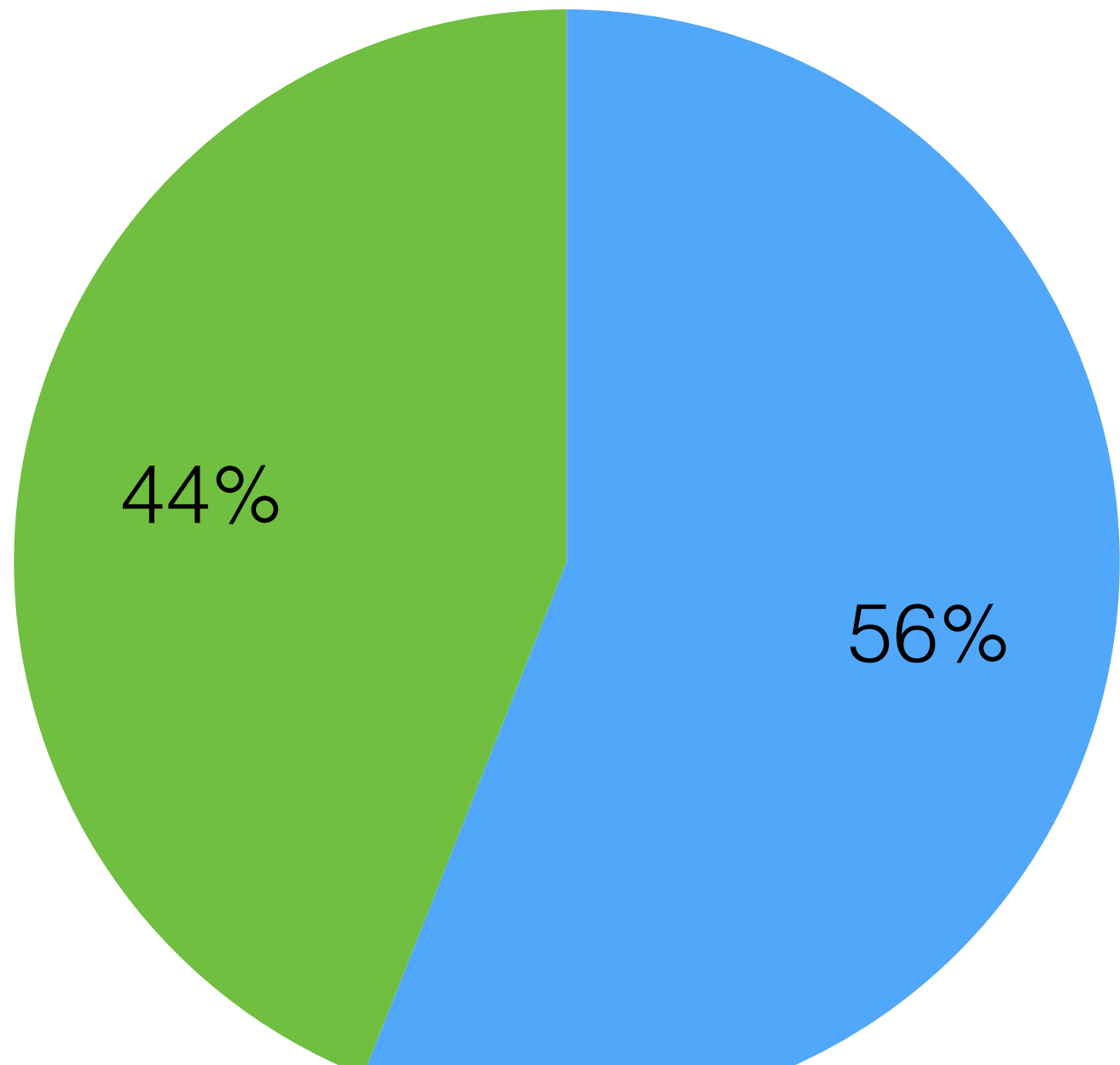
# How big is the market?



Requester name	hits	reward
Speechpad	38955	\$231,542.51
Turk Experiment	45954	\$42,361.04
CastingWords	54573	\$40,492.72
Crowdsurf Support	369396	\$27,458.61
Marketing	146549	\$19,955.85
Stanford NLP Group	118801	\$16,847.04
Jon Breilig	348387	\$15,679.60
Amazon Requester Inc - browse classification	176527	\$10,491.84
Todd Mosier	121958	\$9,329.98
Skylar Marcum	116471	\$7,944.52

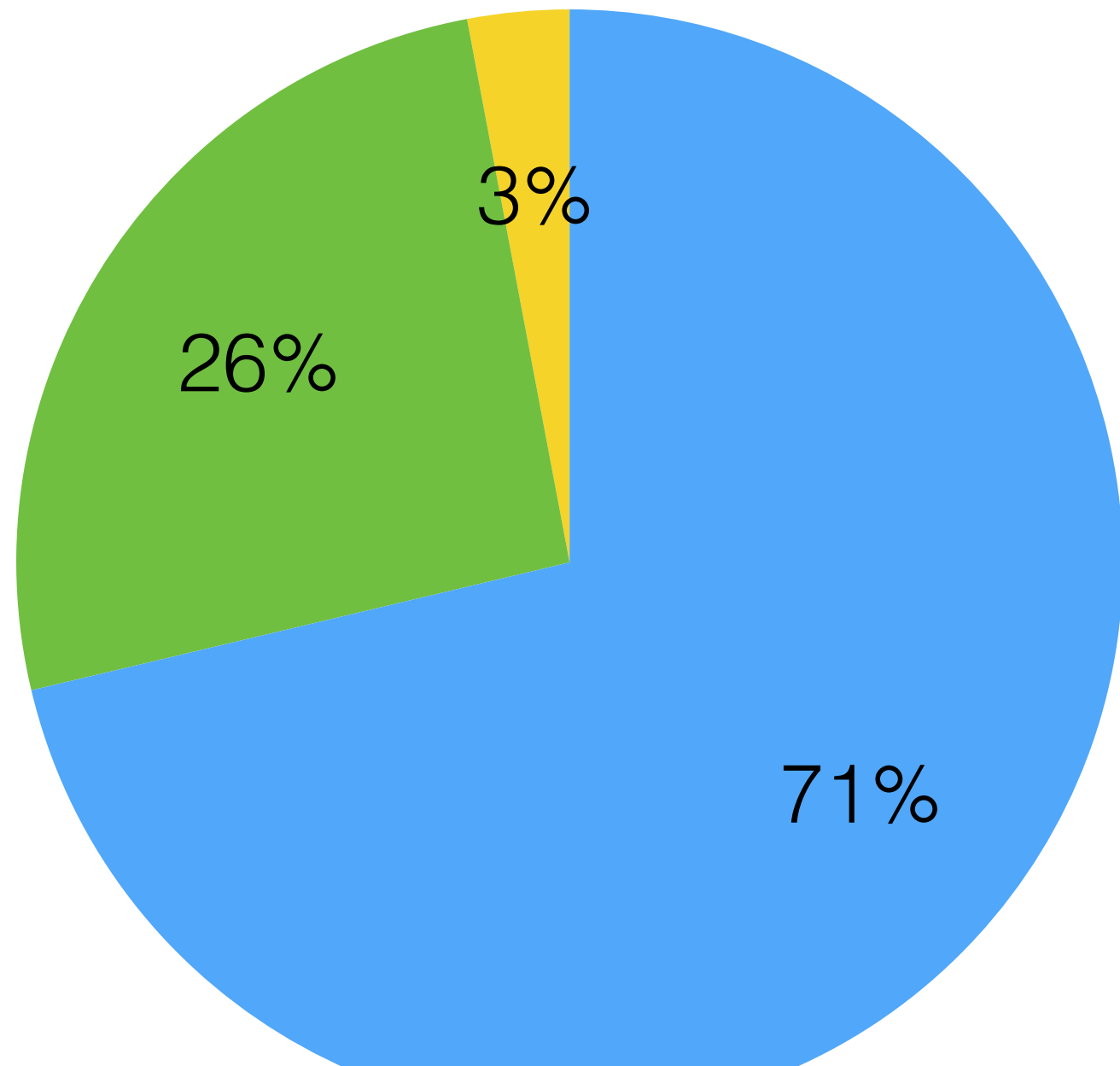
# Who is doing all this work for us?

Mechanical Turk



● Male ● Female

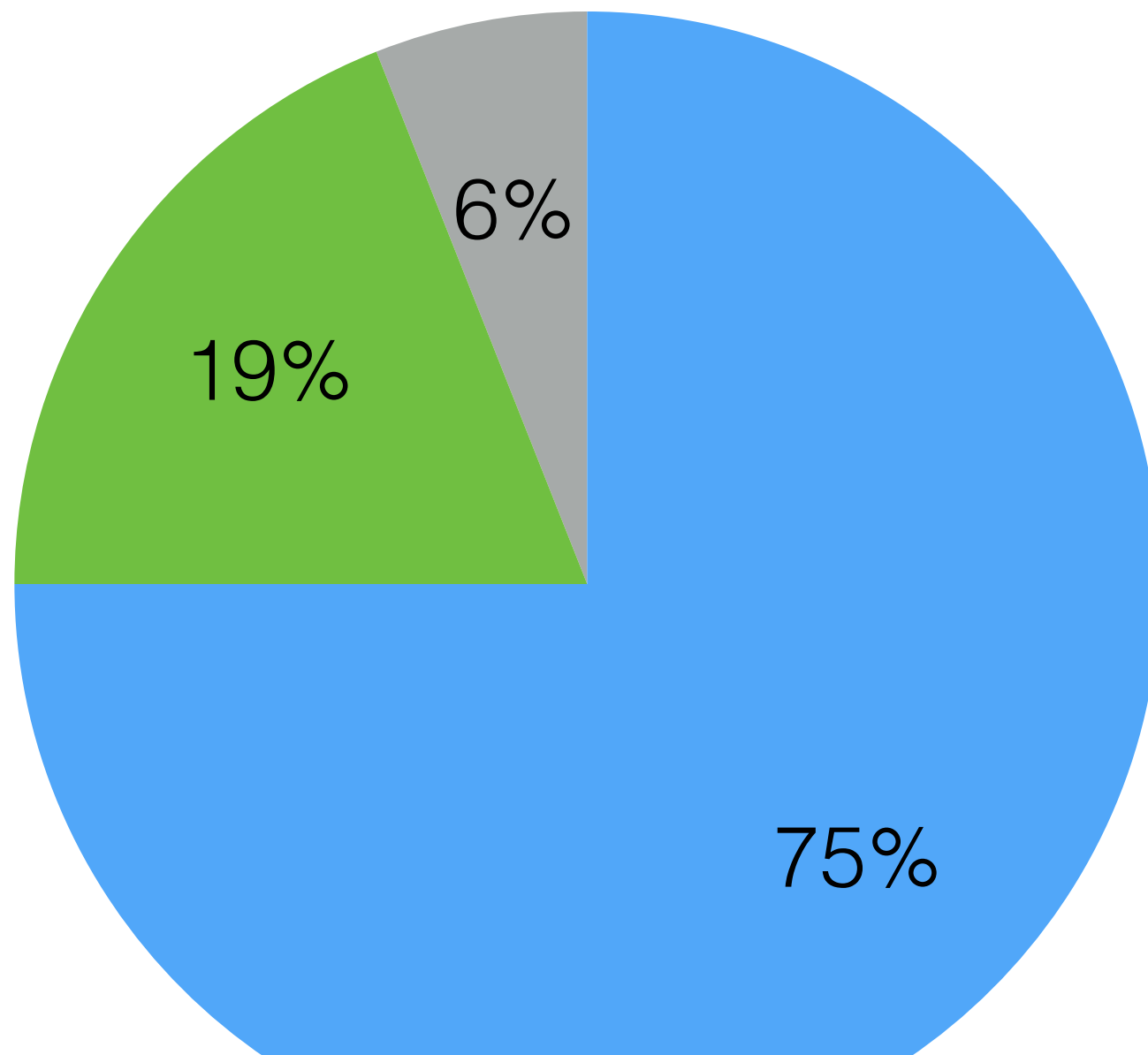
CrowdFlower



● Unspecified

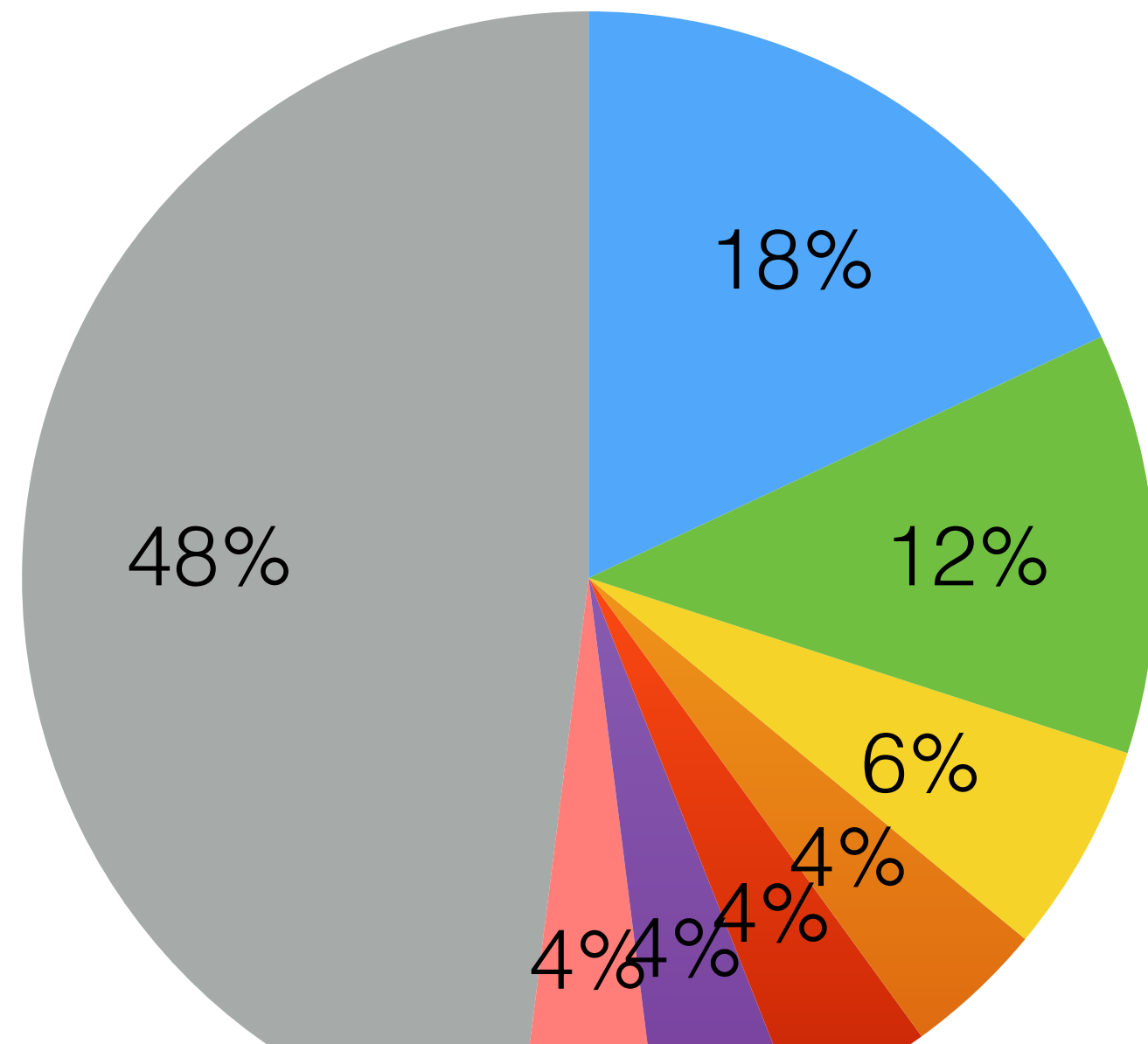
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US India  
Canada Philippines

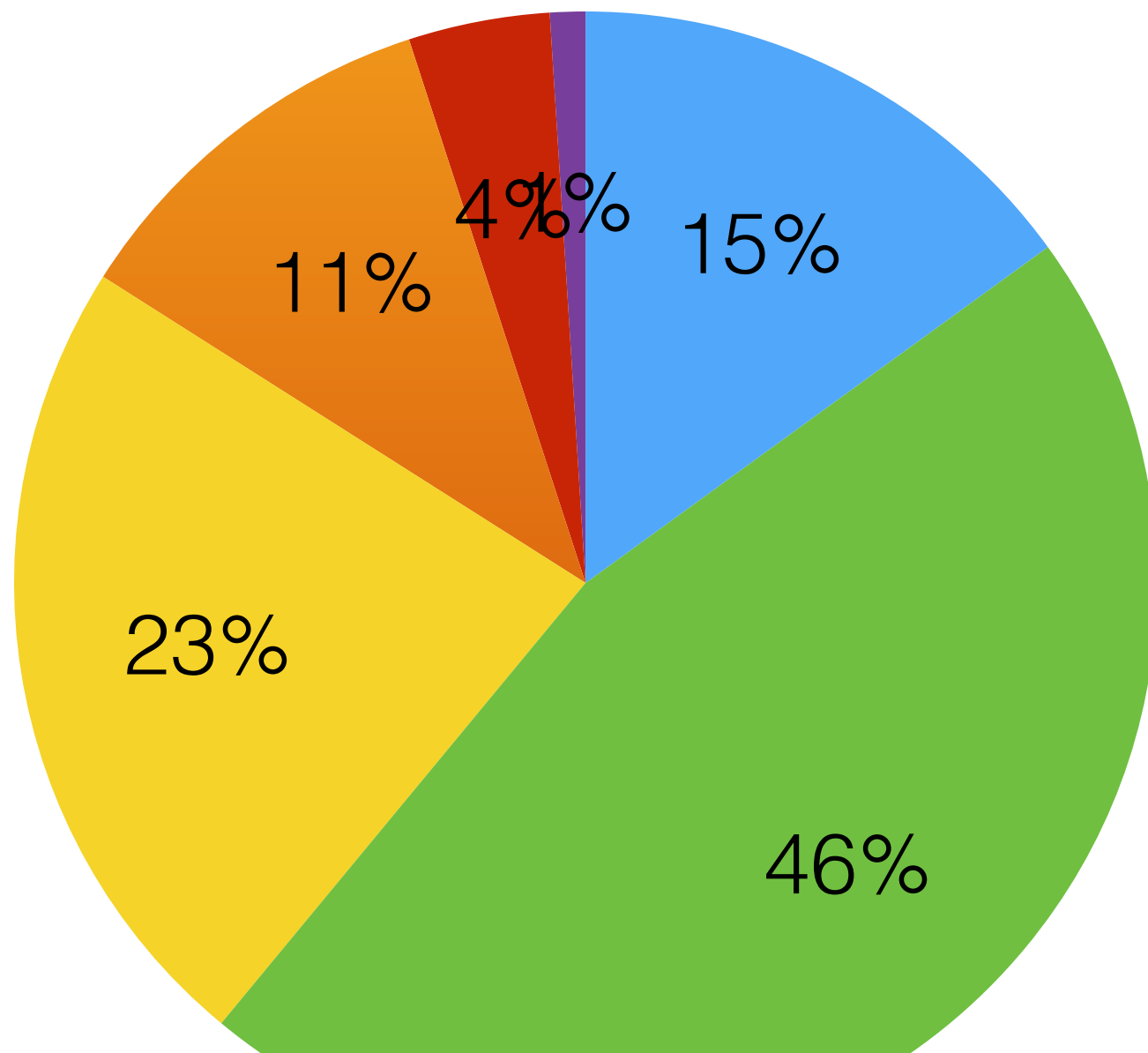
CrowdFlower



UK Indonesia  
Pakistan Others

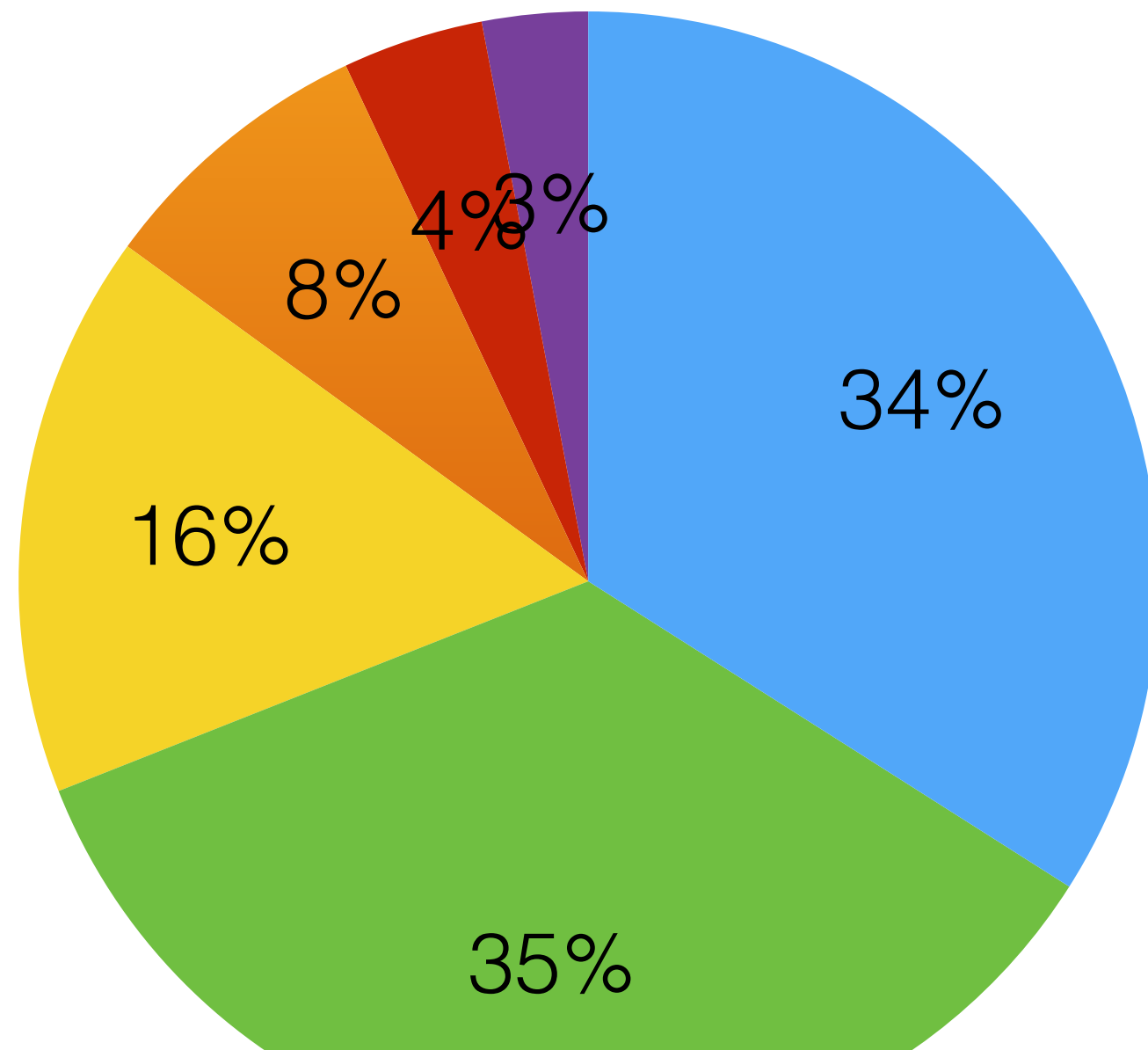
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Mechanical Turk



25 or younger  
45-55

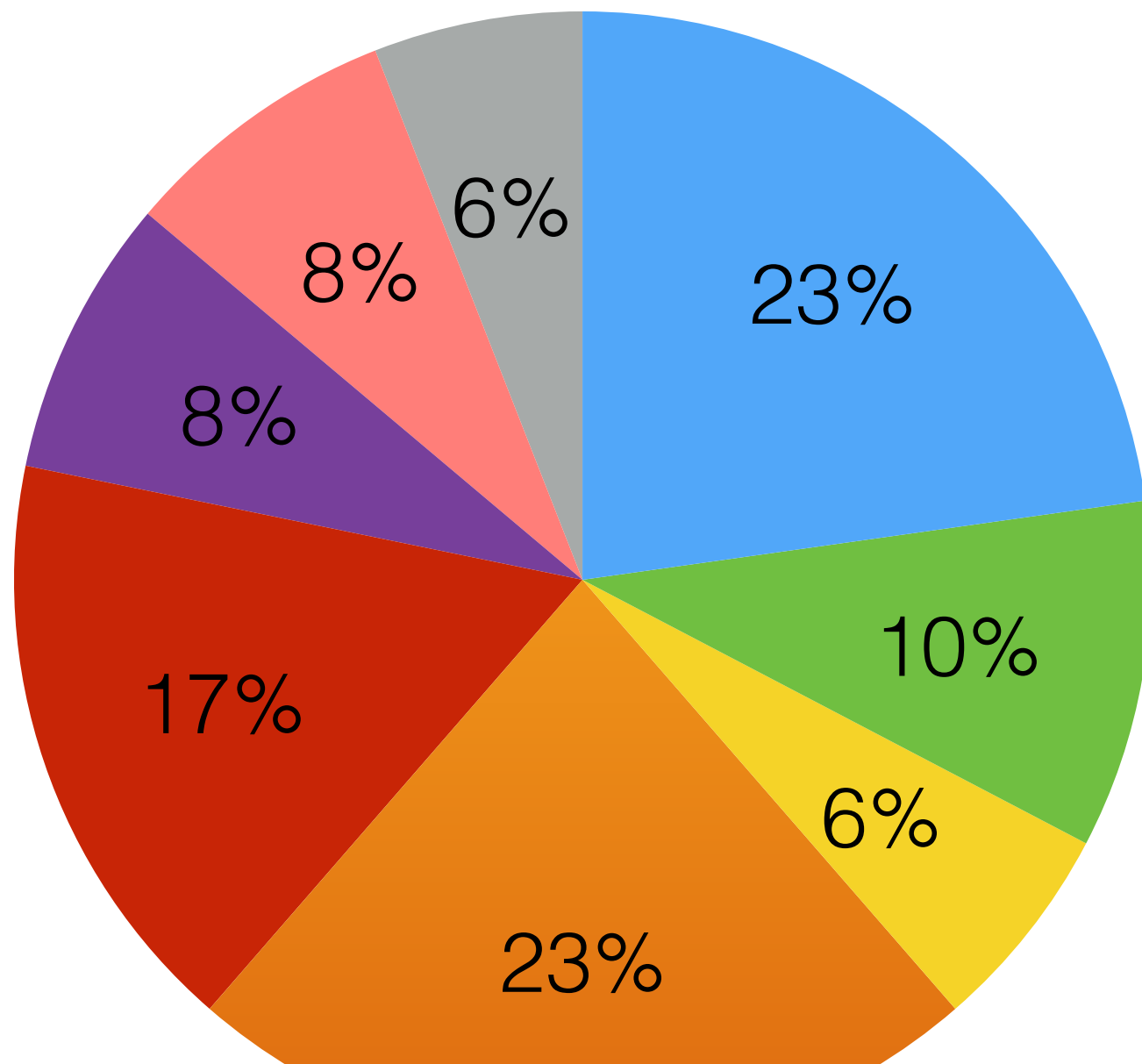
CrowdFlower



25-35  
35-45  
55-65  
65 or older

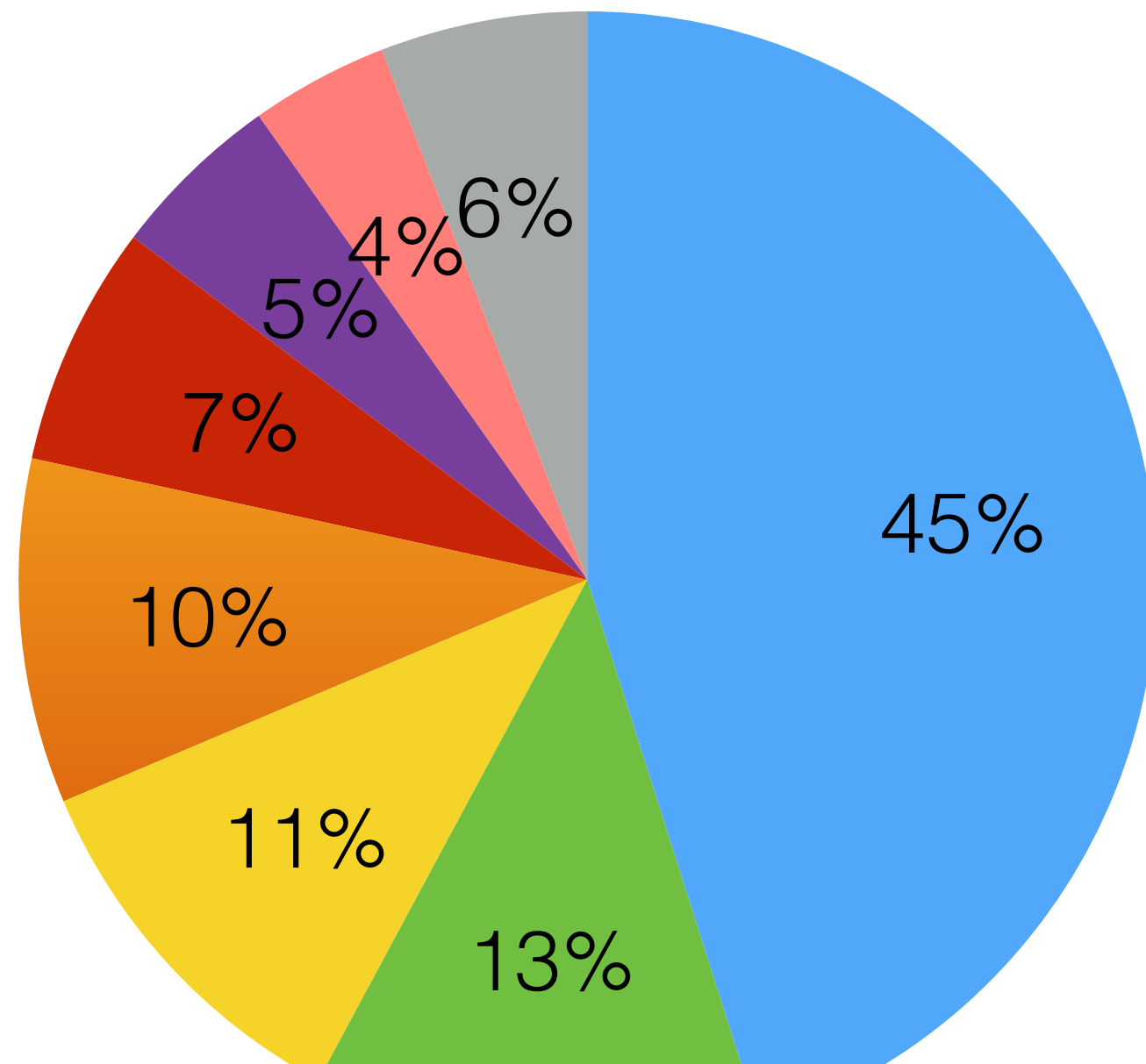
# Who is doing all this work for us?

Mechanical Turk



● Less than 10K    ● 10K-15K  
● 40K-60K    ● 60K-75K

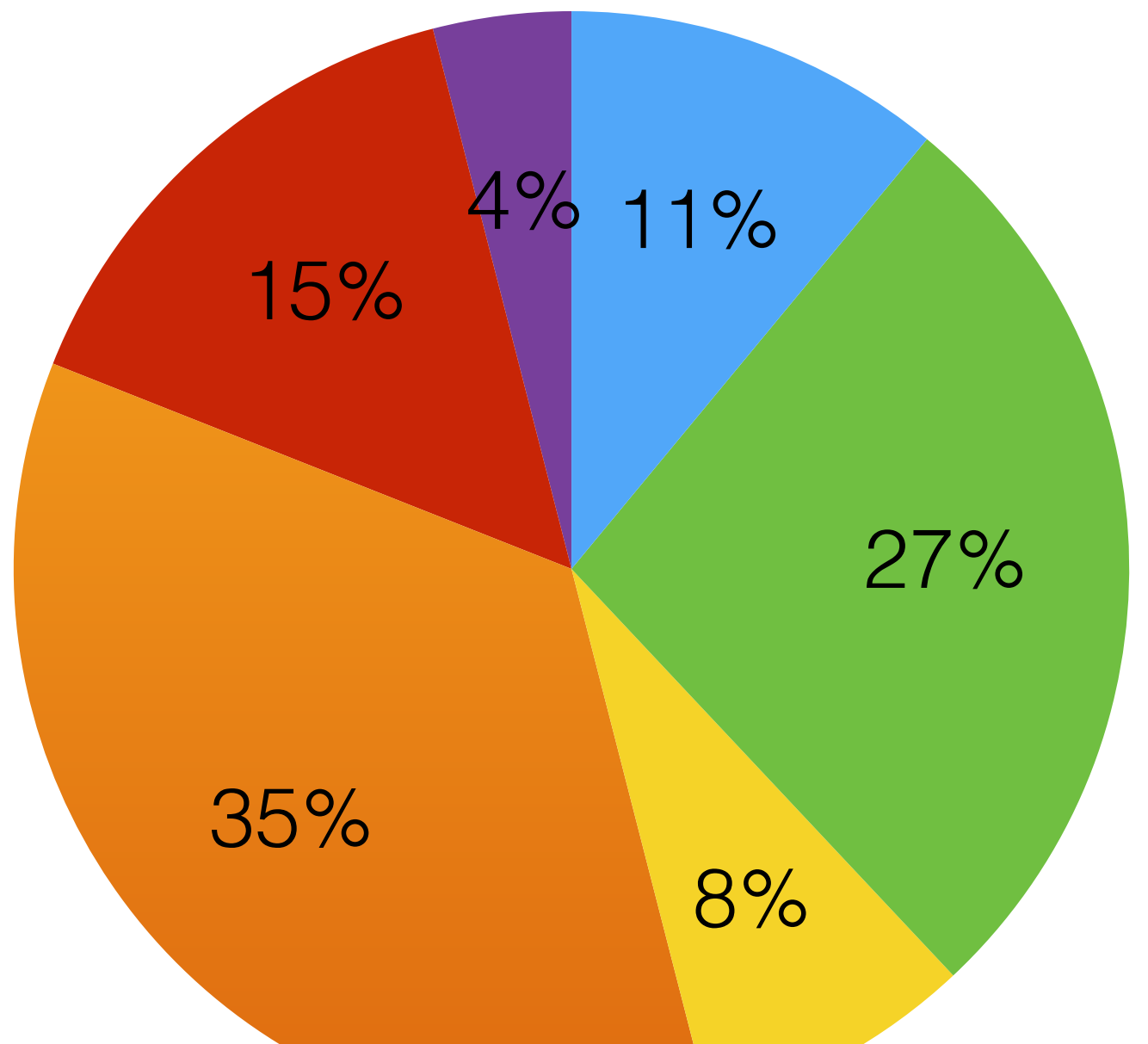
CrowdFlower



● 15K-25K    ● 25K-40K  
● 75K-100K    ● More than 100K

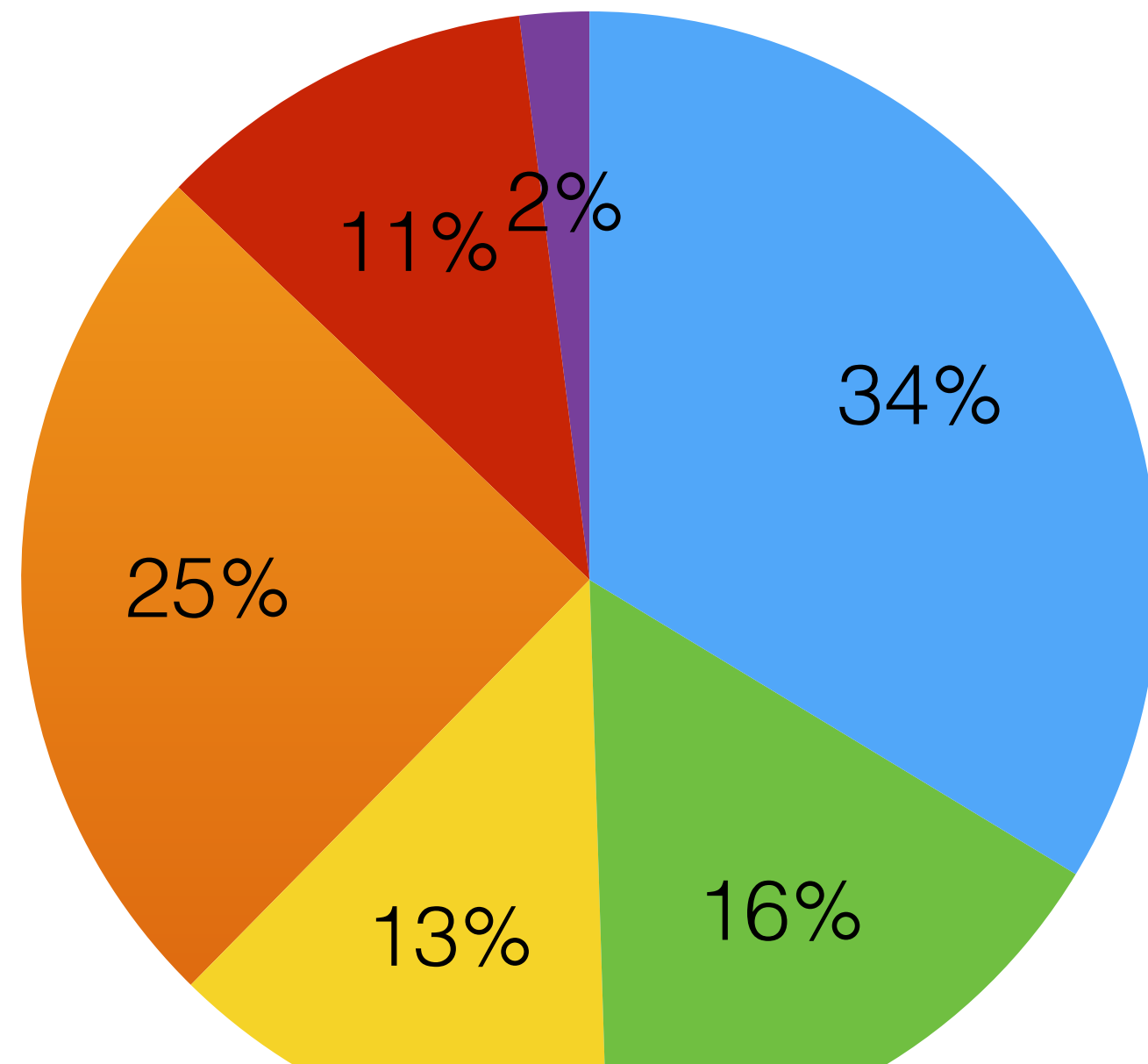
# Who is doing all this work for us?

Mechanical Turk\*



High School  
Masters  
Some College  
PhD

CrowdFlower



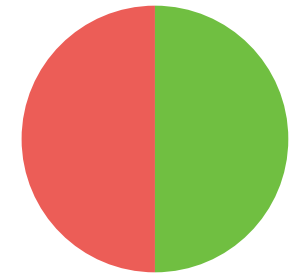
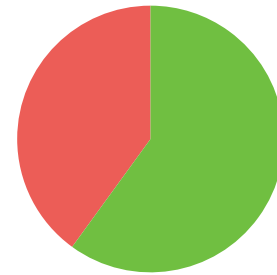
Associates  
Bachelors

\*Data is from 2010 and reflects only US workers

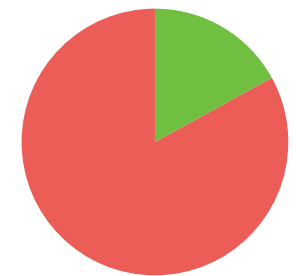
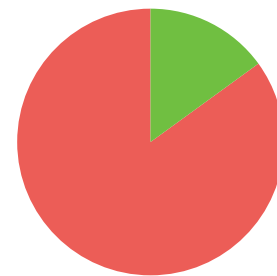
# Why are they doing all this work for us?

Mechanical Turk\*    CrowdFlower

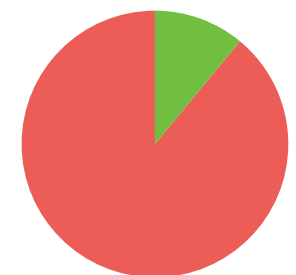
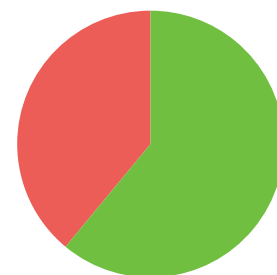
Good way to spend free time and  
earn money (e.g. instead of TV)



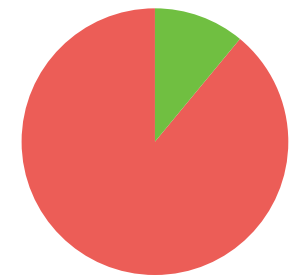
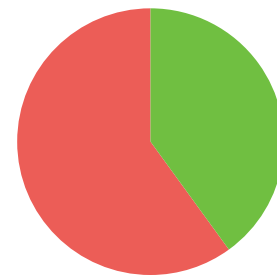
As a primary source of income



As a secondary source of income/  
pocket change



It is just so much fun!!



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**amazon** mechanicalturk™  
Artificial Artificial Intelligence



**CrowdFlower**



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- HIT designs are mostly plug-and-play for requesters



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    - Limited to tasks that can be QCed this way