Crowdsourcing Platforms

Terminology

Terminology

Requester

(AKA You!)

Terminology

Workers

(AKA Crowdworkers/Turkers)

Requester

(AKA You!)

Terminology

Workers

(AKA Crowdworkers/Turkers)

Platform

Requester

(AKA You!)

Terminology

Microtasks

(AKA Human Intelligence Tasks/HITs)

Workers

(AKA Crowdworkers/Turkers)

Platform

Requester

(AKA You!)

Terminology

Microtasks

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Workers

(AKA Crowdworkers/Turkers)

Platform

Requester

(AKA You!)

Terminology

Microtasks

(AKA Human Intelligence Tasks/HITs)

Micropayments

(AKA pennies, nickels, dimes)

Workers

(AKA Crowdworkers/Turkers)

Platform

Requester

(AKA You!)

Terminology

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Artificial Artificial Intelligence

CrowdFlower

Platform

Terminology

Workers sign up directly

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Artificial Artificial Intelligence

CrowdFlower

Platform

Terminology

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amazon mechanical turk™
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CrowdFlower

Platform

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

How big is the market?

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

How big is the market?

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Volume of rewards over past 5 years

How big is the market?

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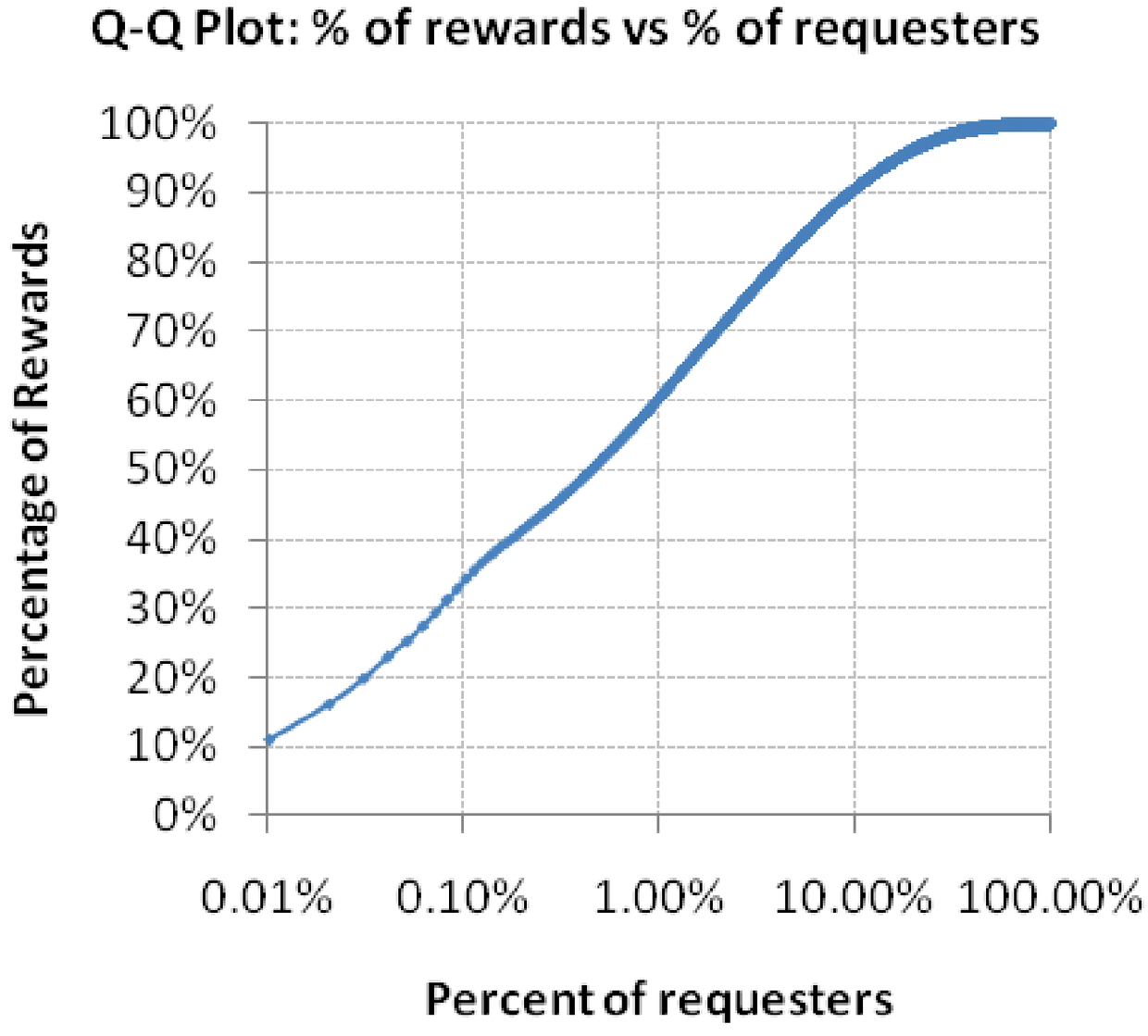
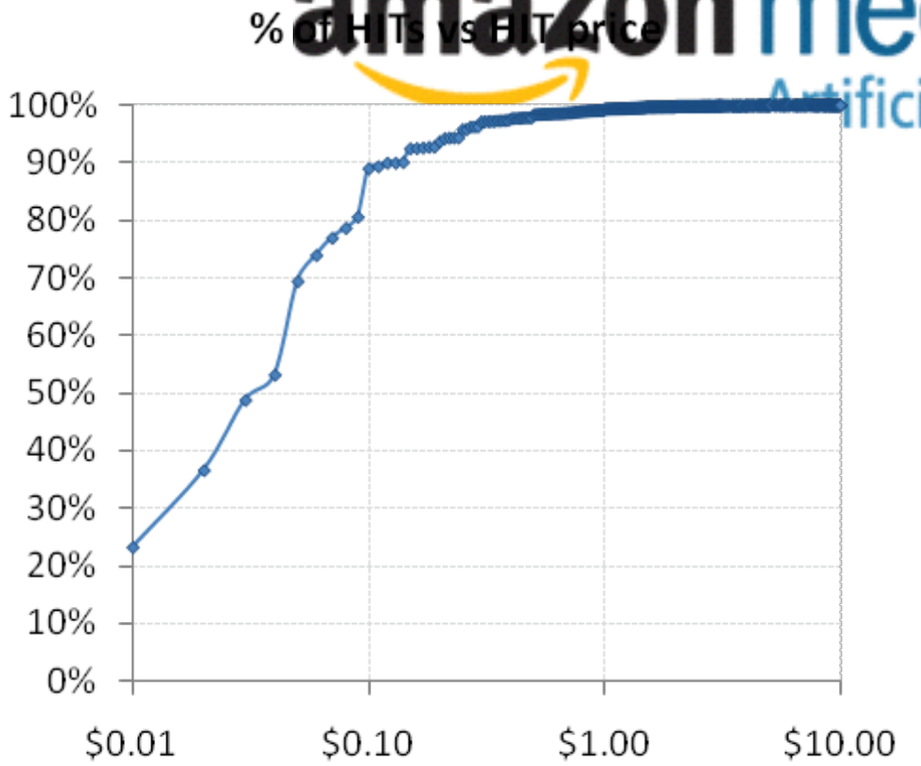
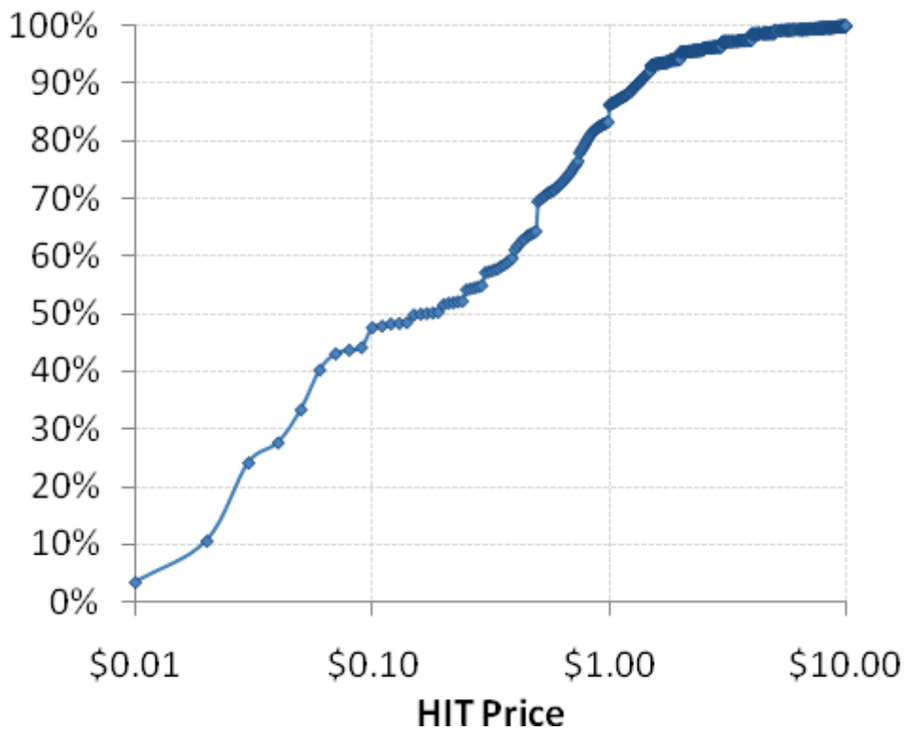


- 1% of requesters account for 60% of rewards

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?

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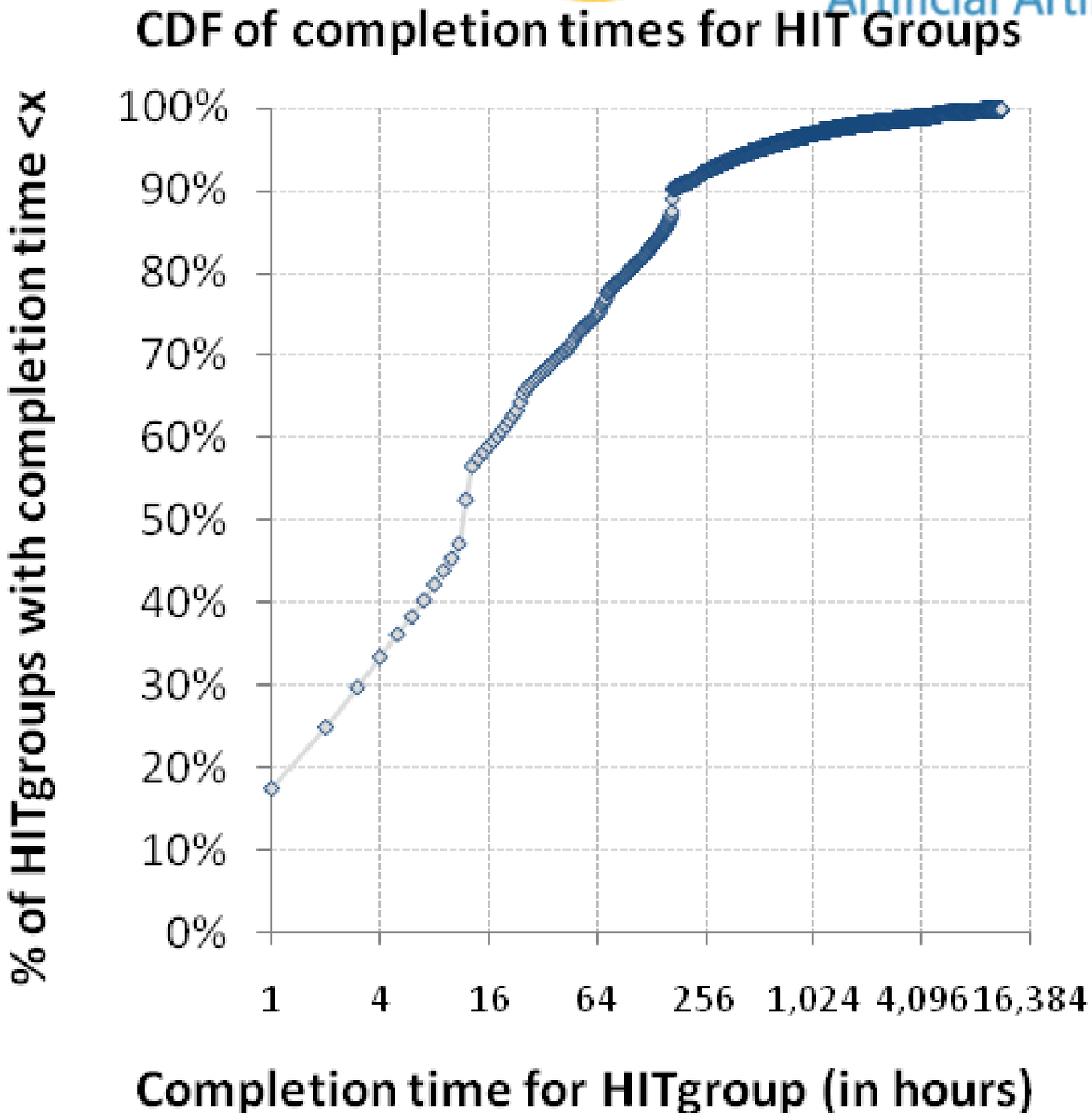

- 1% of requesters account for 60% of rewards
- 90% of HITs and 50% of HIT groups pay less than $0.10
- 60% of HIT groups are completed in less than 16 hours

How big is the market?

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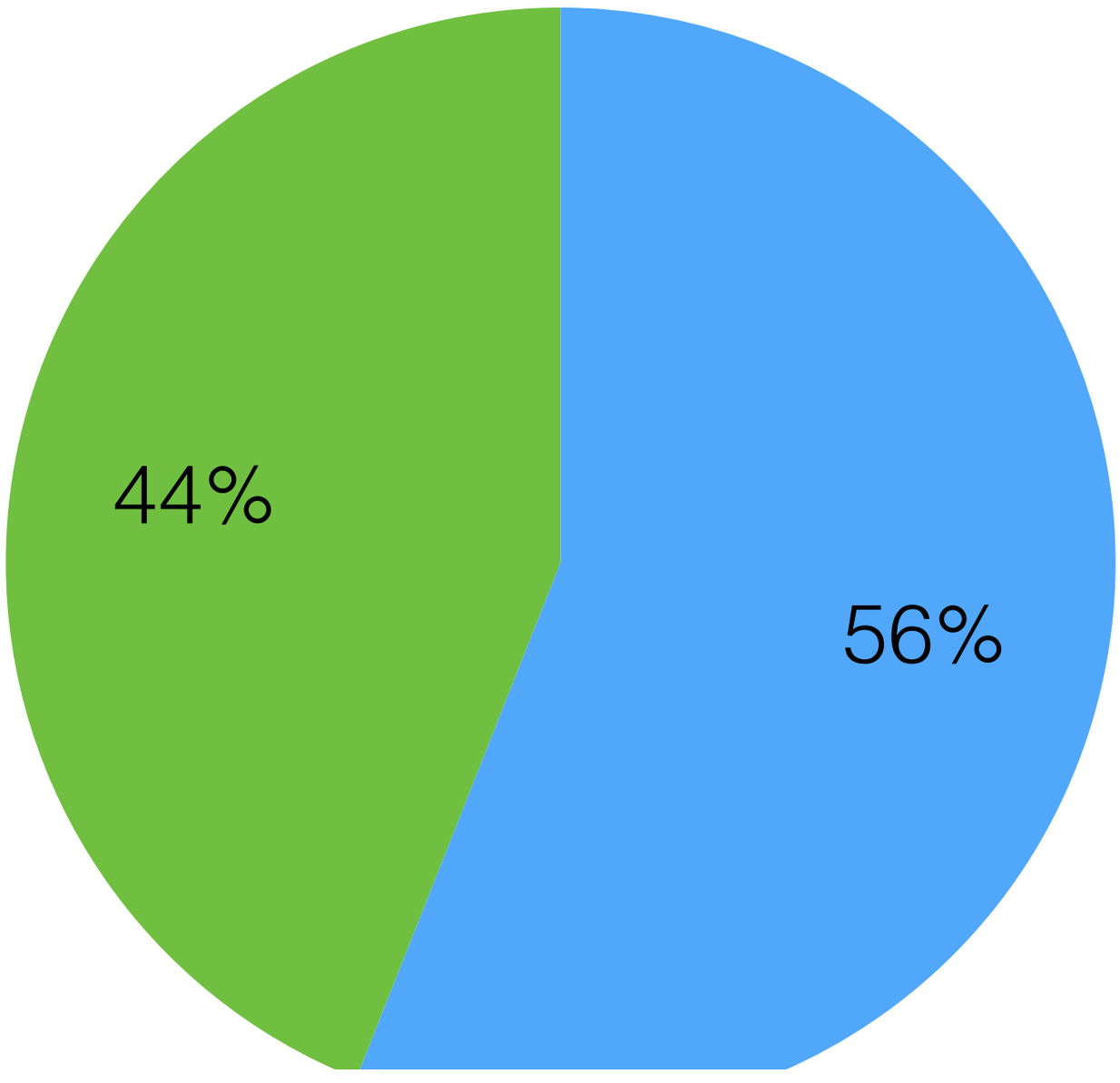
Top requesters as of May 2015

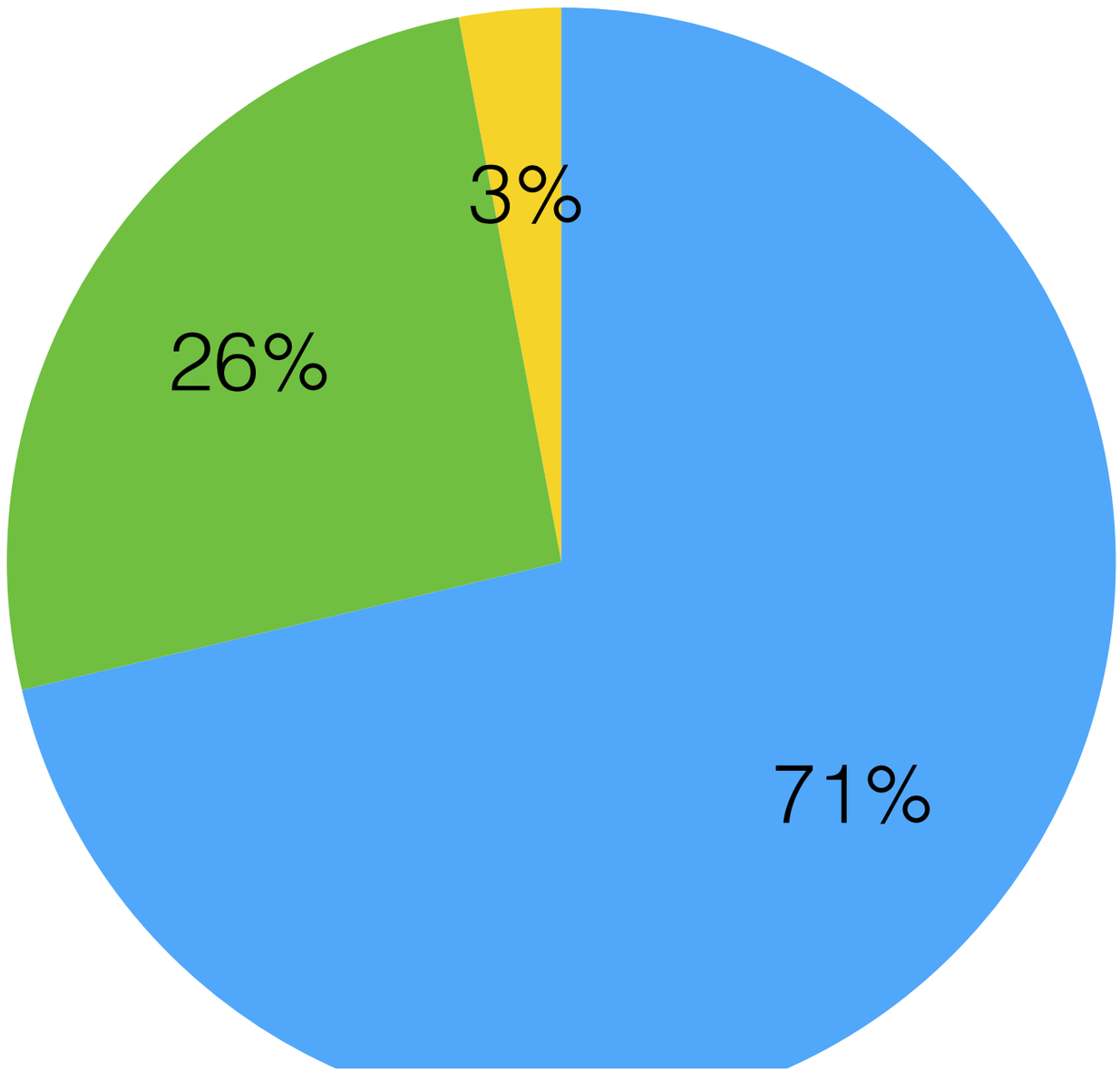
Requester name	hits	reward
Speechpad	38955	$231,542.51
Turk Experiment	45954	$42,361.04
CastingWords	54573	$40,492.72
Crowdsurf Support	369396	$27,458.61
Marketing	146549	$19,955.85
Stanford NLP Group	118801	$16,847.04
Jon Brelig	348387	$15,679.60
Amazon Requester Inc - browse classification	176527	$10,491.84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

Who is doing all this work for us?

Mechanical Turk



CrowdFlower



Male Female Unspecified

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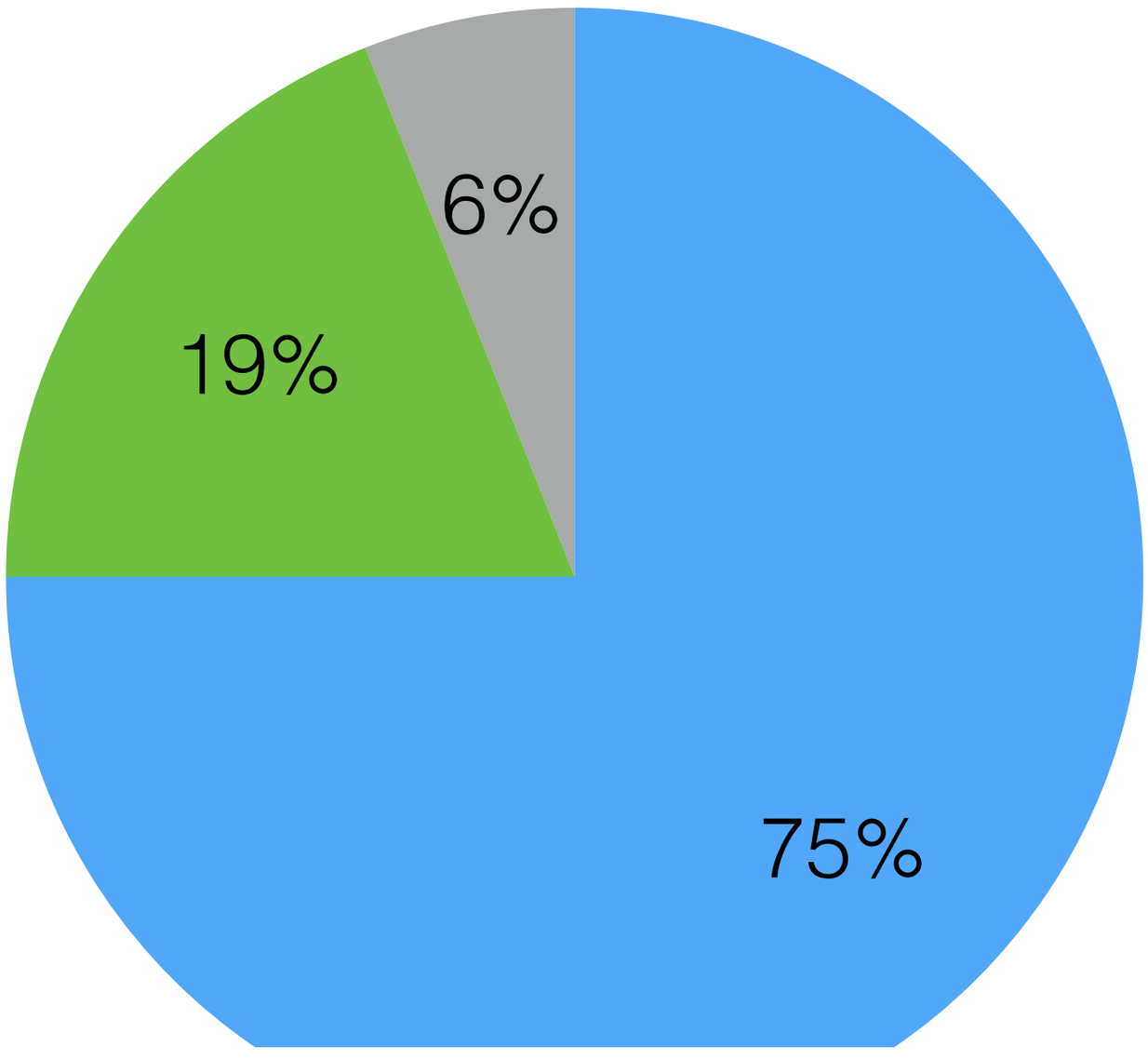

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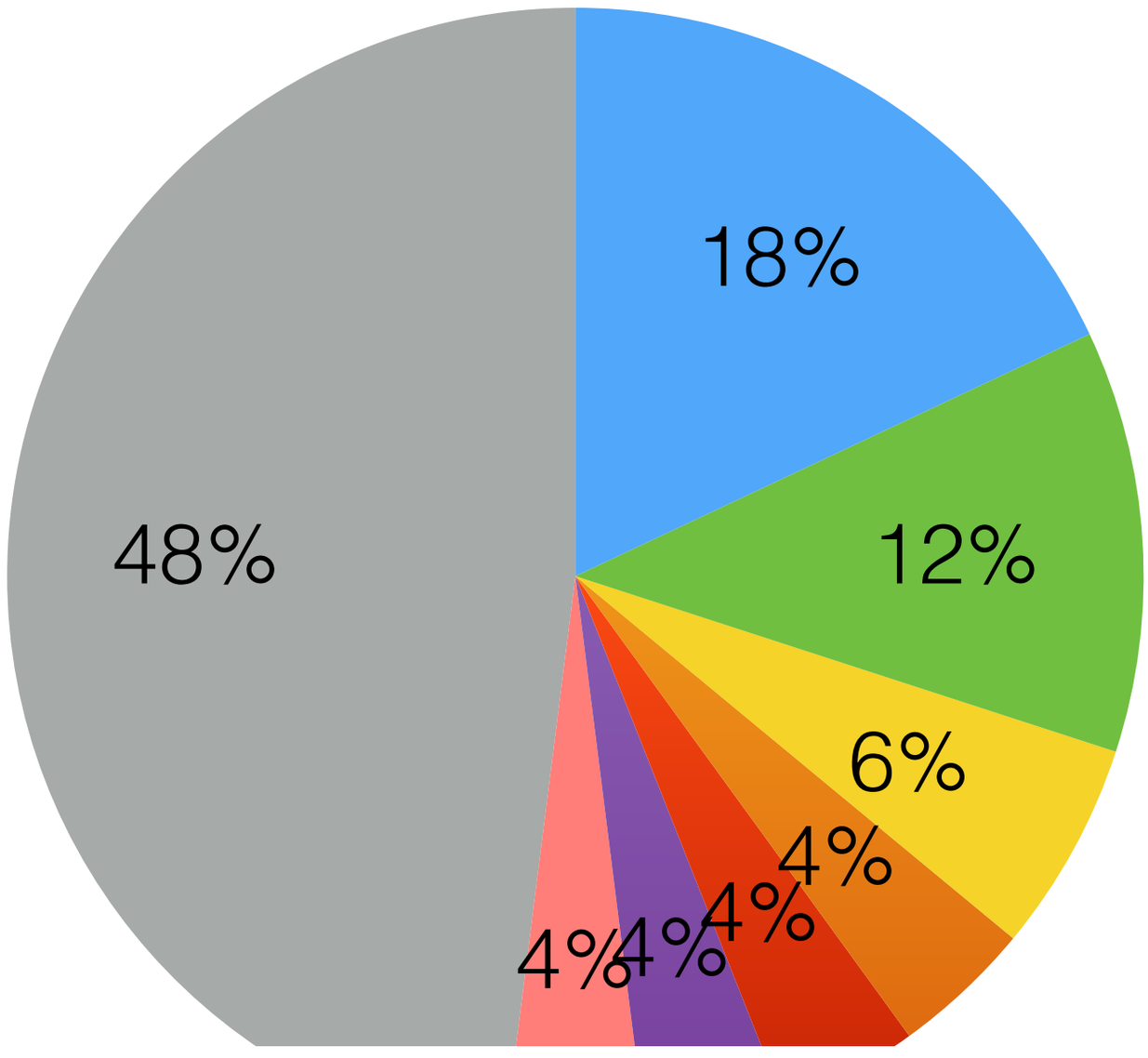

US
India
UK
Indonesia
Canada
Philippines
Pakistan
Others

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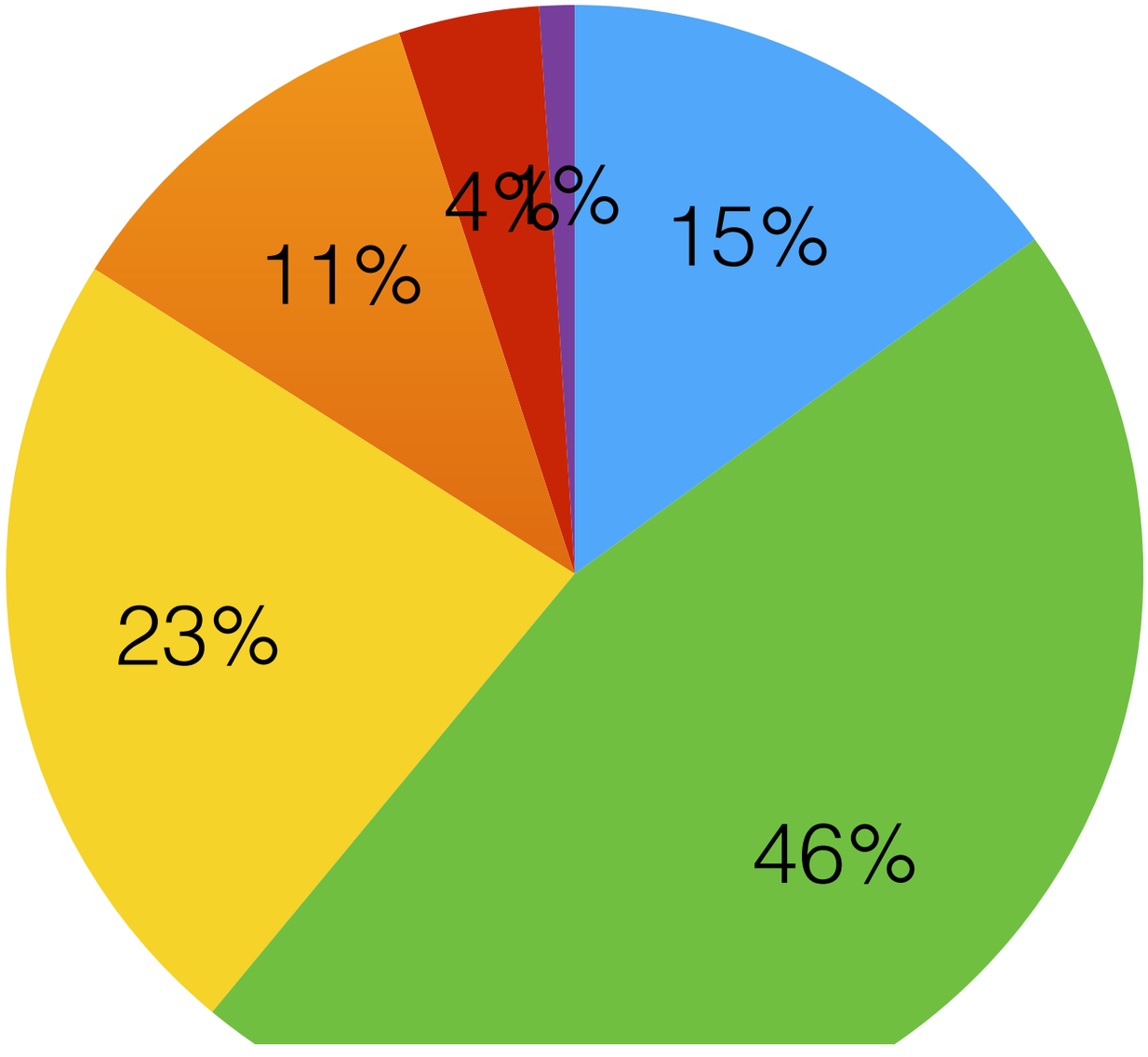

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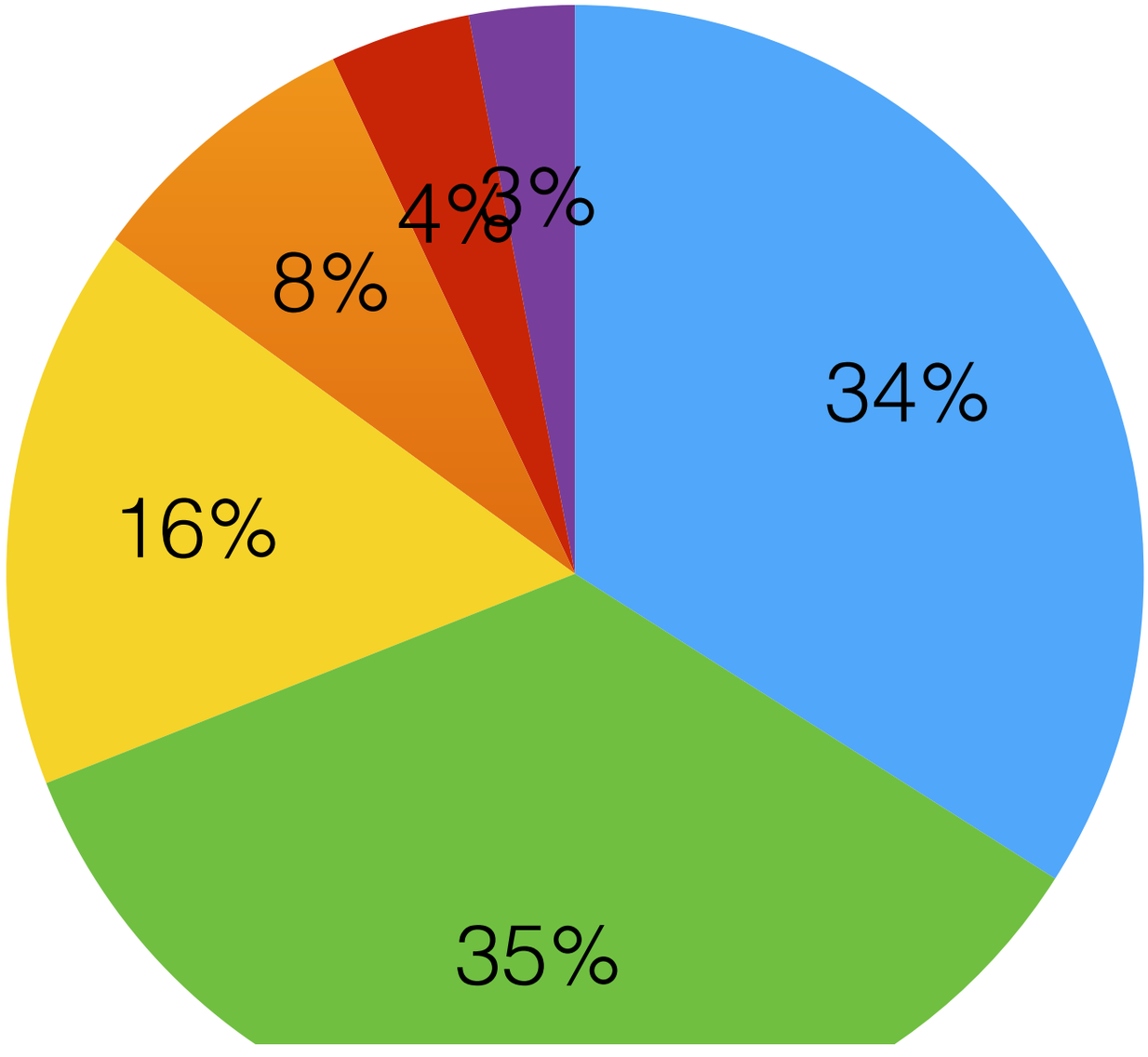
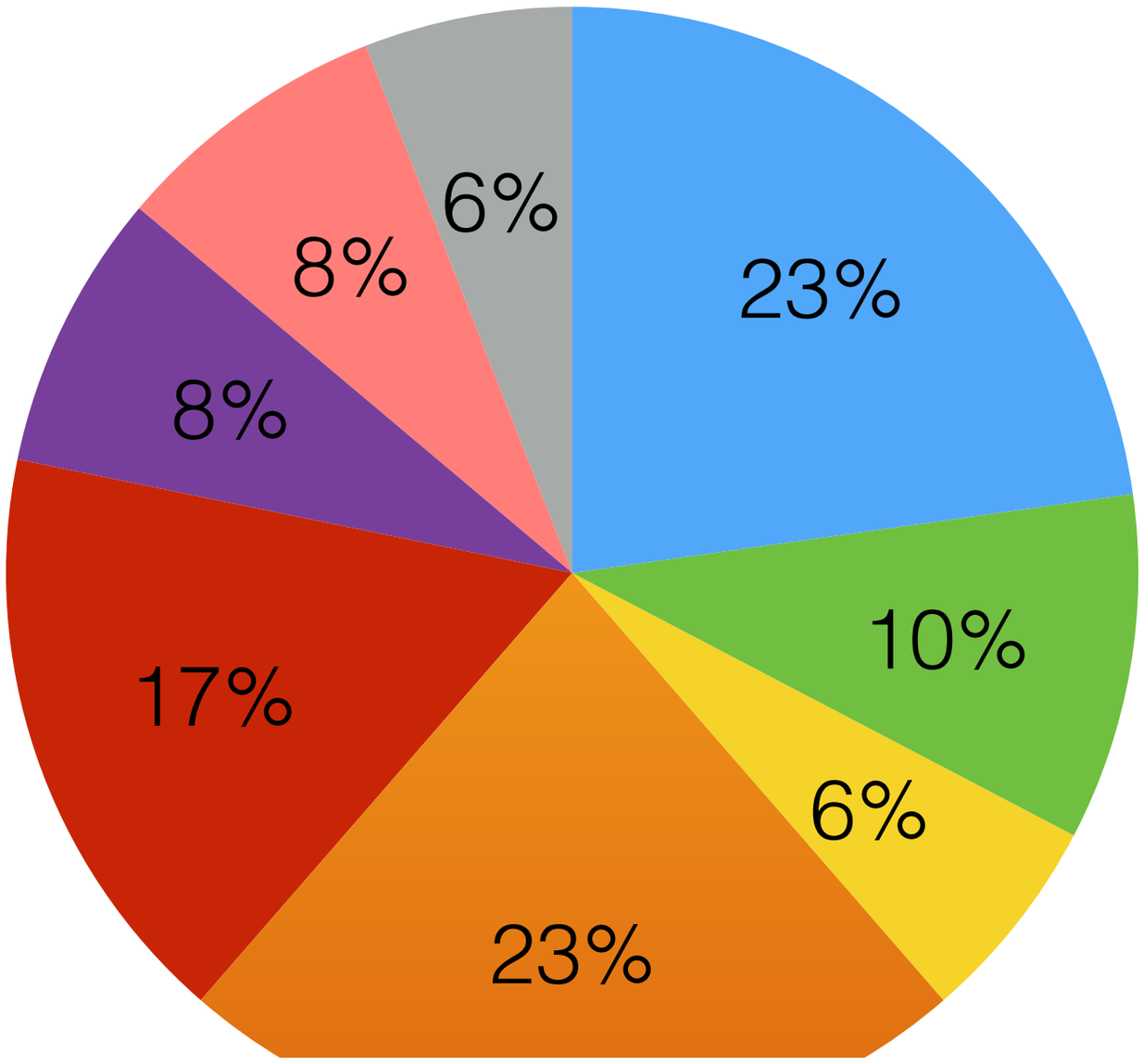


25 or younger
25-35
35-45
45-55
55-65
65 or older

Who is doing all this work for us?

Mechanical Turk



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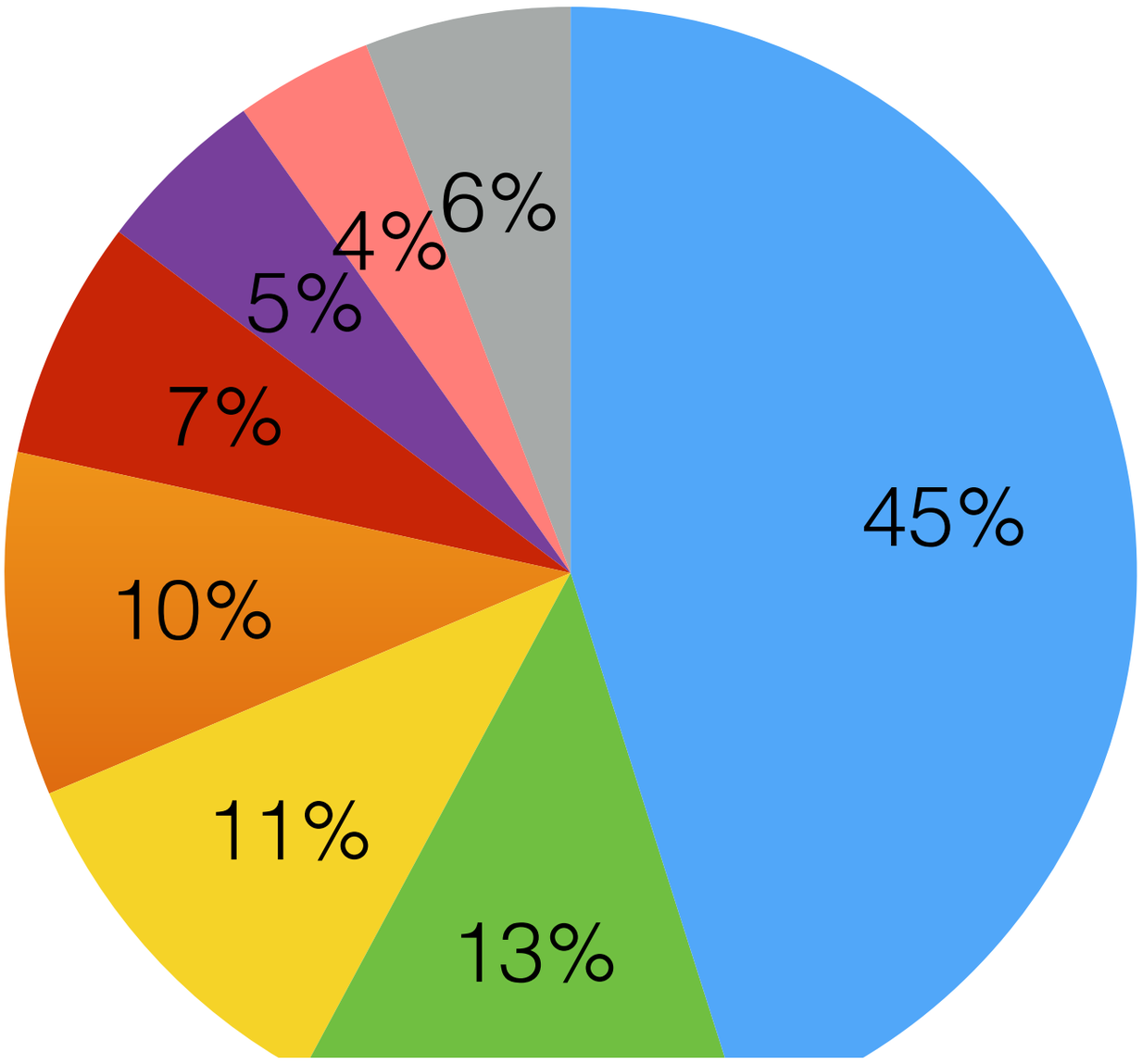
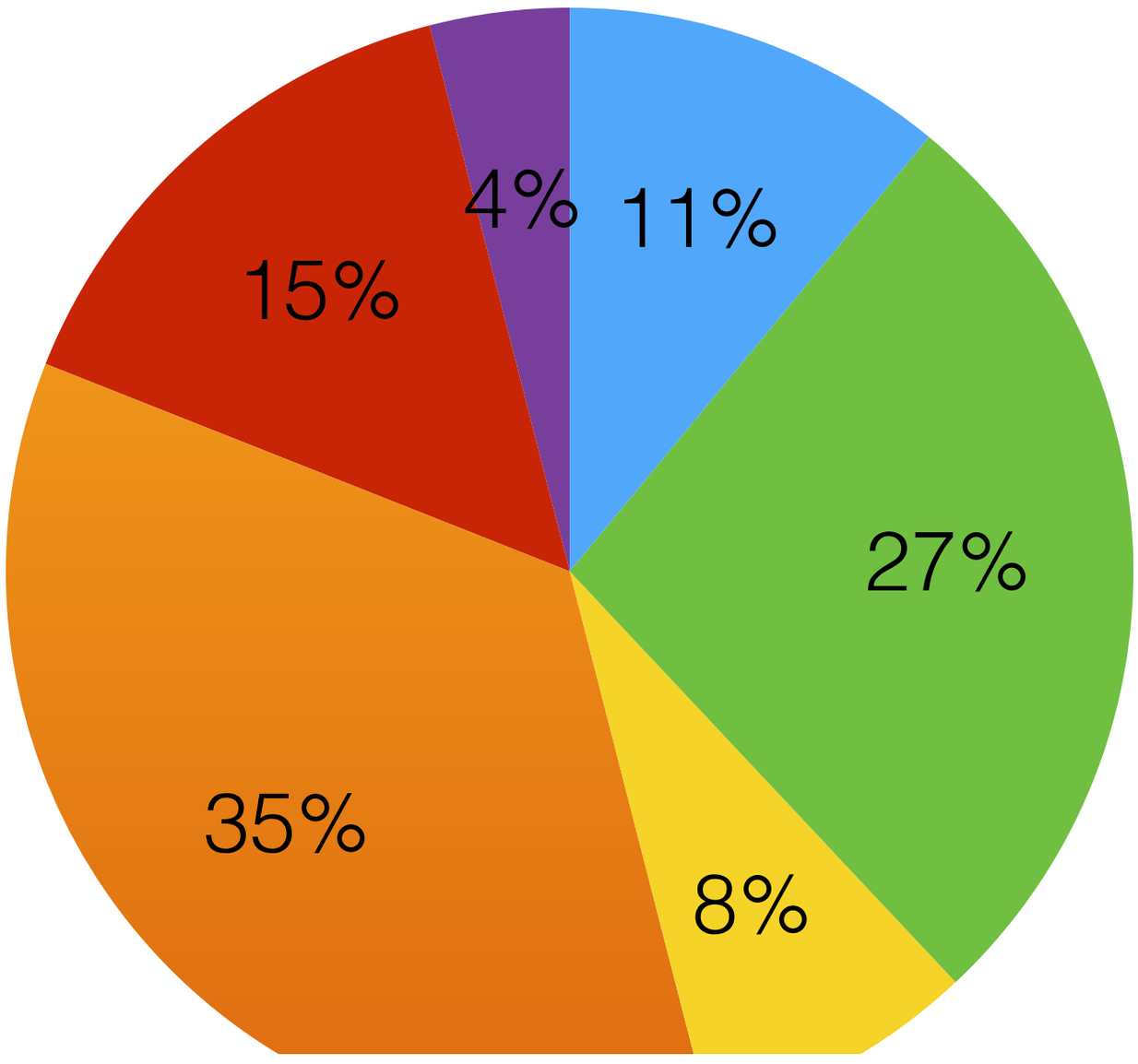


Less than 10K
10K-15K
15K-25K
25K-40K
40K-60K
60K-75K
75K-100K
More than 100K

Who is doing all this work for us?

Mechanical Turk*



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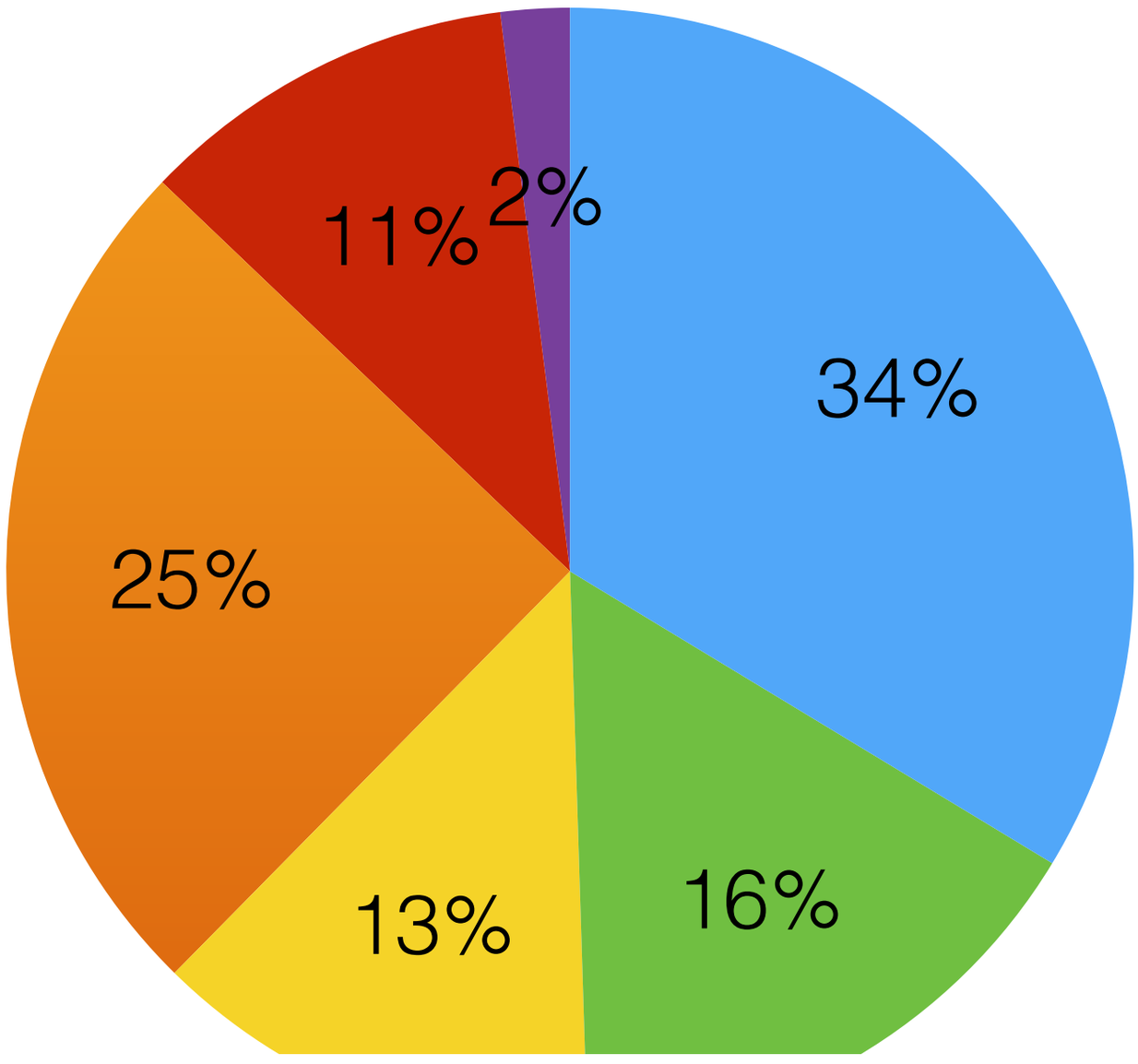
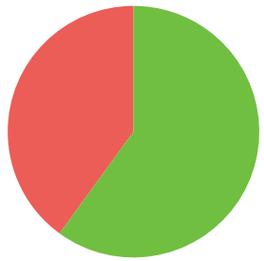
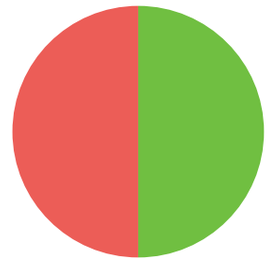
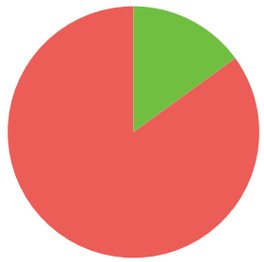
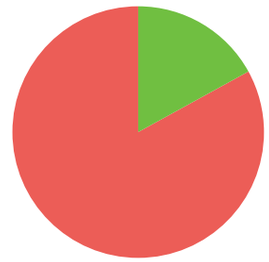
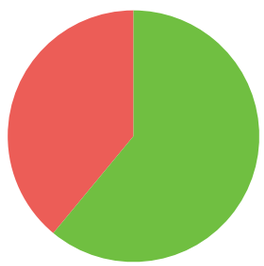
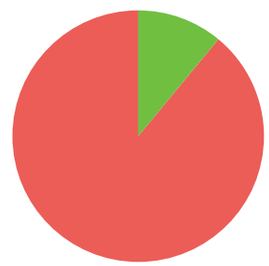
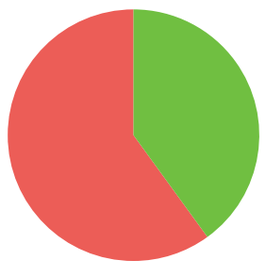
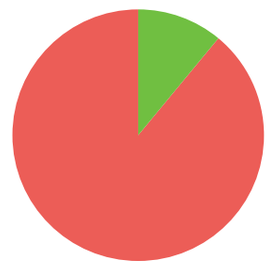


- High School
- Some College
- Associates
- Bachelors
- Masters
- PhD

*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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Artificial Artificial Intelligence

CrowdFlower

- Mostly US workers

- Better international coverage

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- More flexibility with designing HITs, e.g. with Javascript

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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