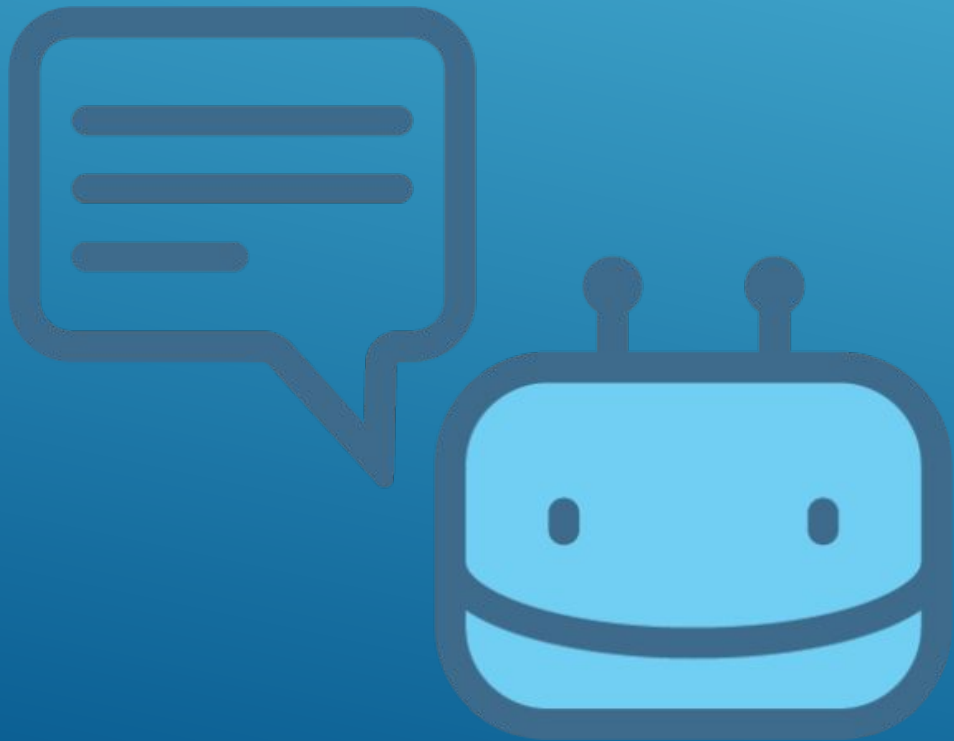


uSquam

Mobile Crowdsourcing platform



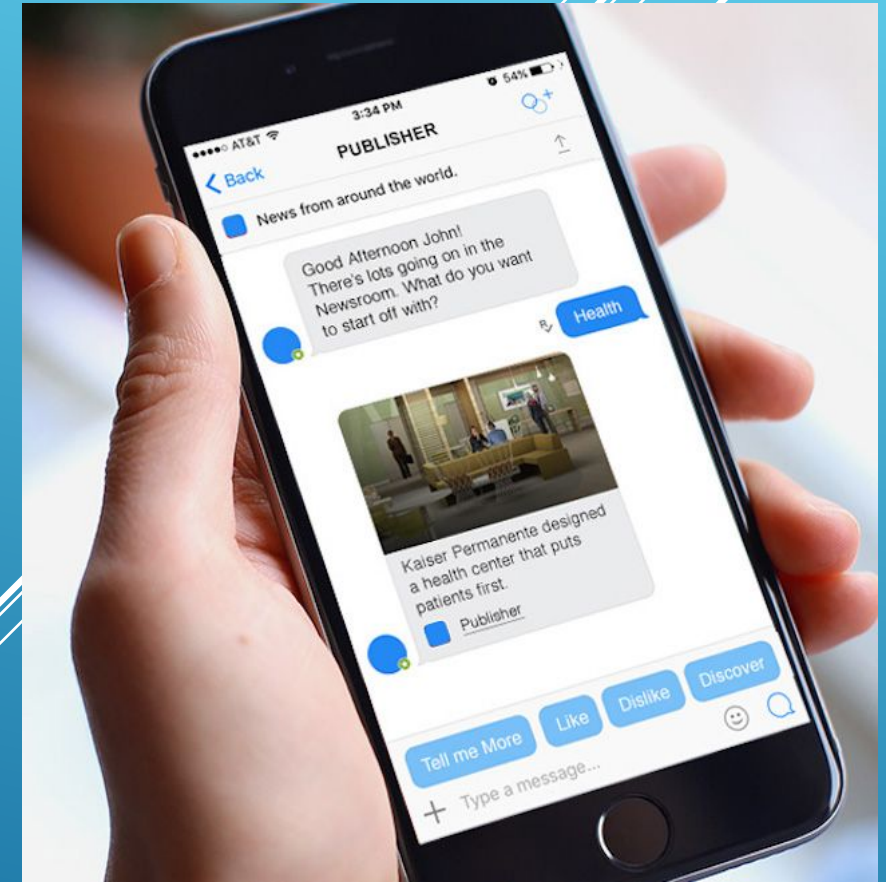
Group 3

PROJECT IDEA

Design and develop a chatbot where users can perform microtasks anywhere and anytime (rather than a conventional UI in a browser on a desktop)

State of the art

Mobile-sensing: context-aware, situational and clear



Example: collect data for sentiment analysis

Task type 1

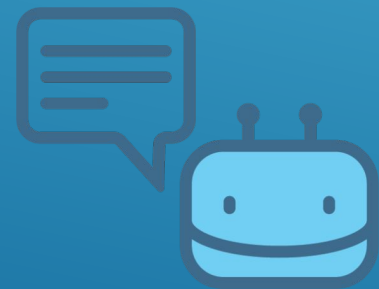
Chatbot shows the worker a tweet and asks if the message is expressed positively

Task type 2

Chatbot shows the worker an image of a group of people and asks him to describe the ambience

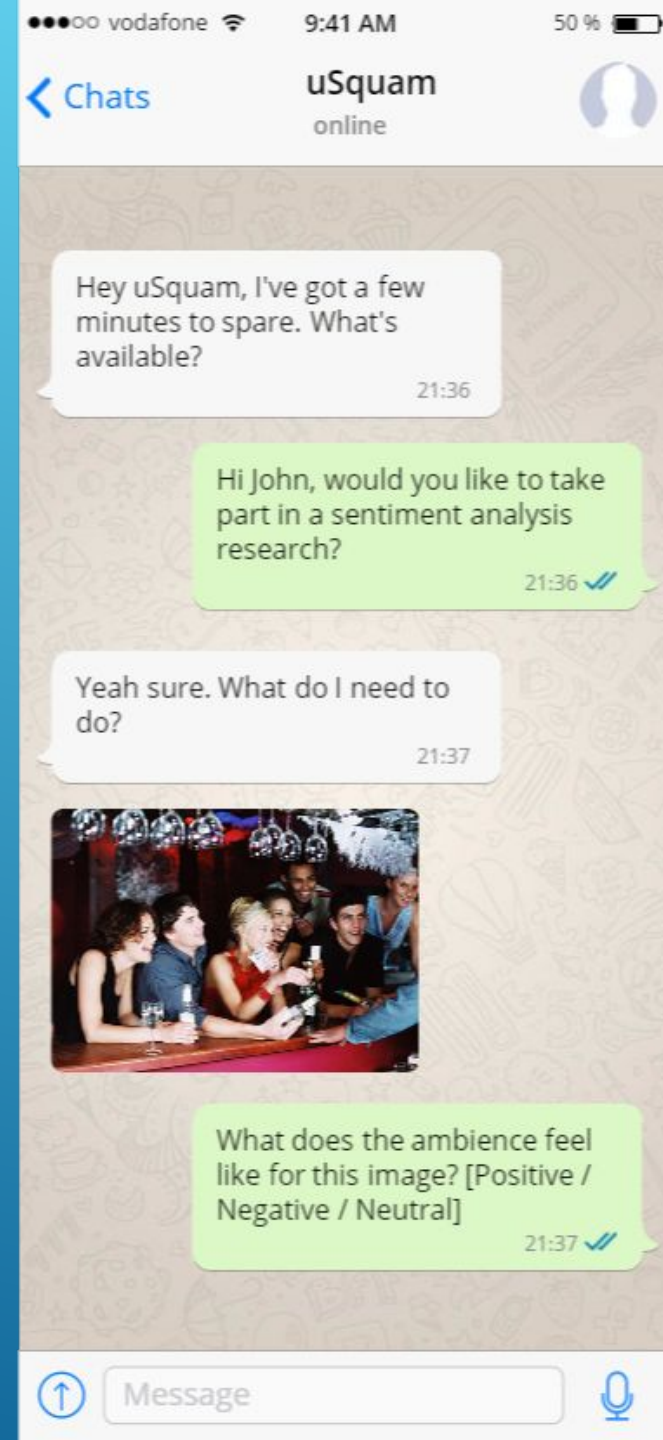
Task type 3

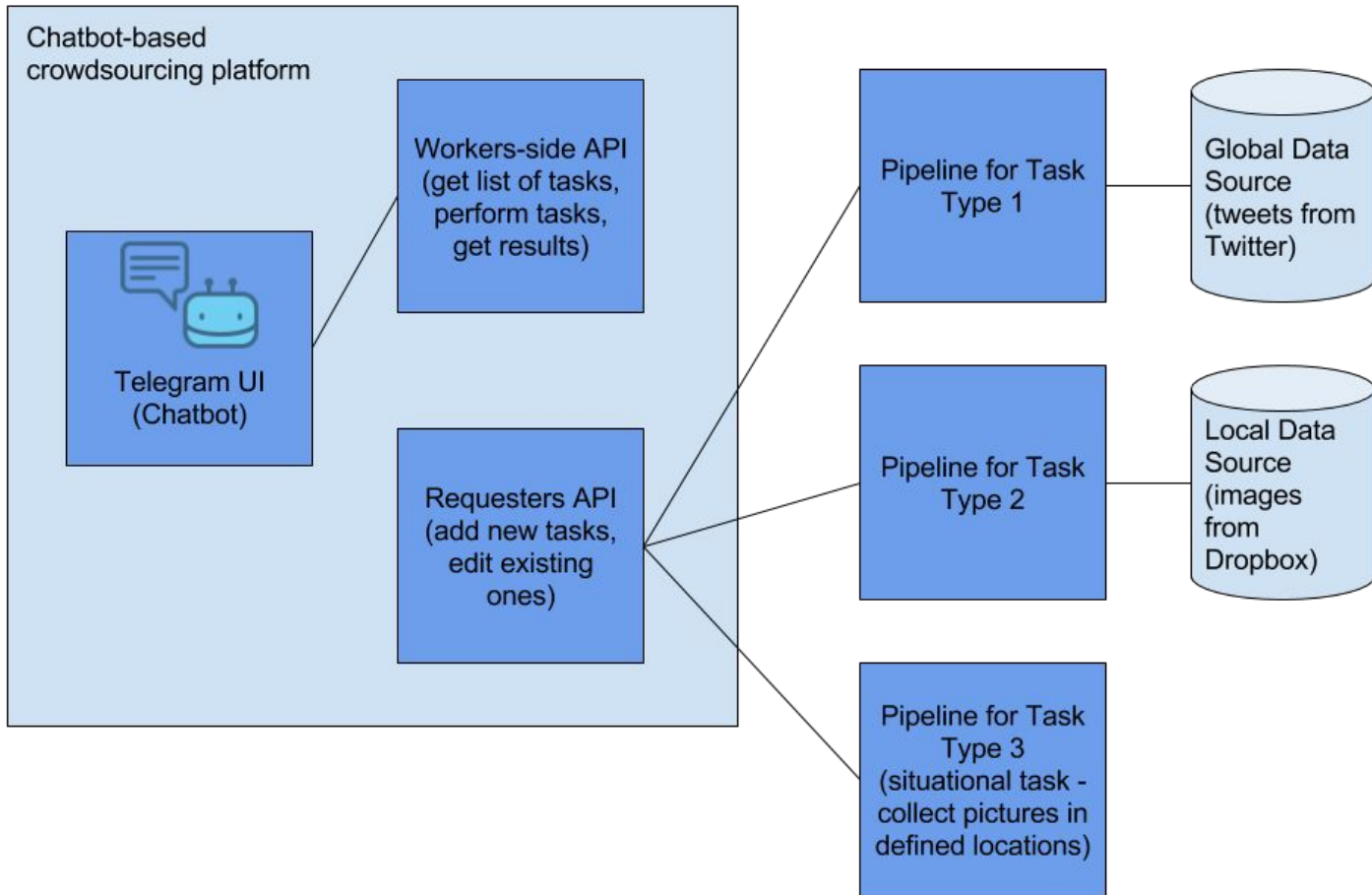
Chatbot asks the worker to take a selfie in a defined location and time (e.g. after watching a movie in the cinema)



Example

Sentiment analysis





1. Requester designs a task
2. Task is shown to the worker (text, photo, an audio file, a map location etc)
3. Various questions are asked about this content
4. Worker answers the questions by interacting with the chatbot (click button, type text, send image, etc)

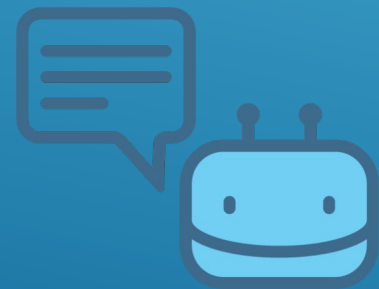
POTENTIAL

Exciting for workers

- Perform simple tasks while commuting
- Cover commuting expenses
- Mea et al. showed that workers can perform some tasks via mobile devices faster than via desktop

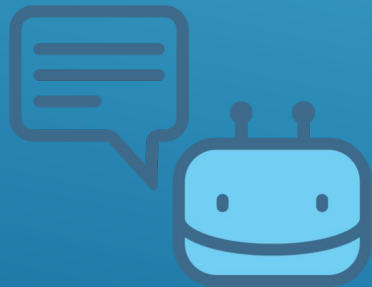
Business potential

- Collect data with situational awareness
- Great way to access people (wide workforce audience)
- A chatbot is easy to implement and thus easy to prototype



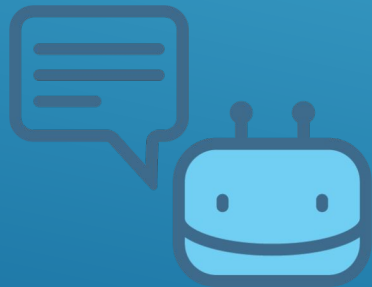
IR RELEVANCE

- Apply IR techniques for quality control (agreement scheme, gold standard questions)
- Apply a natural language processing technique
- Gather data from a global source and sort it using an ElasticSearch instance



SIMILAR PROJECTS

- Amazon Mechanical Turk
- Microworkers
- Clickworker
- CrowdCafe



HOW TO EVALUATE SUCCESS

Worker side

- Measure if people take less time to complete their tasks with the chatbot
- Measure if people feel more attracted to performing tasks with a chatbot

Requester side

- **Flexibility:** check if the platform supports varied tasks
- **Extensibility:** check if a requester is able to easily add a fourth type of task

