



Crowdsouce by Google



Representative for Crowdsource

Google's Mission

To organize the world's information and
make it universally accessible and useful.





AI is everywhere



Google Photos



Hi, how can I help?

When you do a search on Google Photos for bride images, this is a picture of a bride



But will Photos be
able to identify a
bride from another
part of the world?



Google Photos can
easily find pictures
of pancakes in
your photo library



But it can't identify
photos of Paneer



9 million

Number of images in Open Images dataset

3%

Of those images are from India + China (estimated)

To solve this problem, we'll need to get millions of images from all around the world to train the Machine Learning models



You can help train the ML data. For example, each of these is a different type of dosa



But only someone
well familiar with
the local cuisine
can confidently
name each type



There's a general lack of content on the web in languages other than English.

A search on “Allosaurus” triggers a rich knowledge panel in English, but a barebones one in Hindi and nothing at all in tail languages like Azerbaijani.

Allosaurus

Dinosaur

Allosaurus is a genus of large theropod dinosaur that lived 155 to 150 million years ago during the late Jurassic period. The name "Allosaurus" means "different lizard". It is derived from the Greek ἄλλος/αλλος and σαύρος/sauros. [Wiki](#)

Scientific name: Allosaurus

Higher classification: Allosaurinae

Extinction status: Extinct [Encyclopedia of Life](#)

Rank: Genus

People also search for

Dinosaur Stegosaur... Tyrannosa... Spinosaur... Theropods

English

आल्लोसौरस

डायनासोर

वैज्ञानिक नाम: Allosaurus

उच्च वर्गीकरण: Allosaurinae

रैंक: वंश

कीटबोक

Hindi

What kind of activity would you describe this to be: “Exciting”, “Fun” or “Scary”?

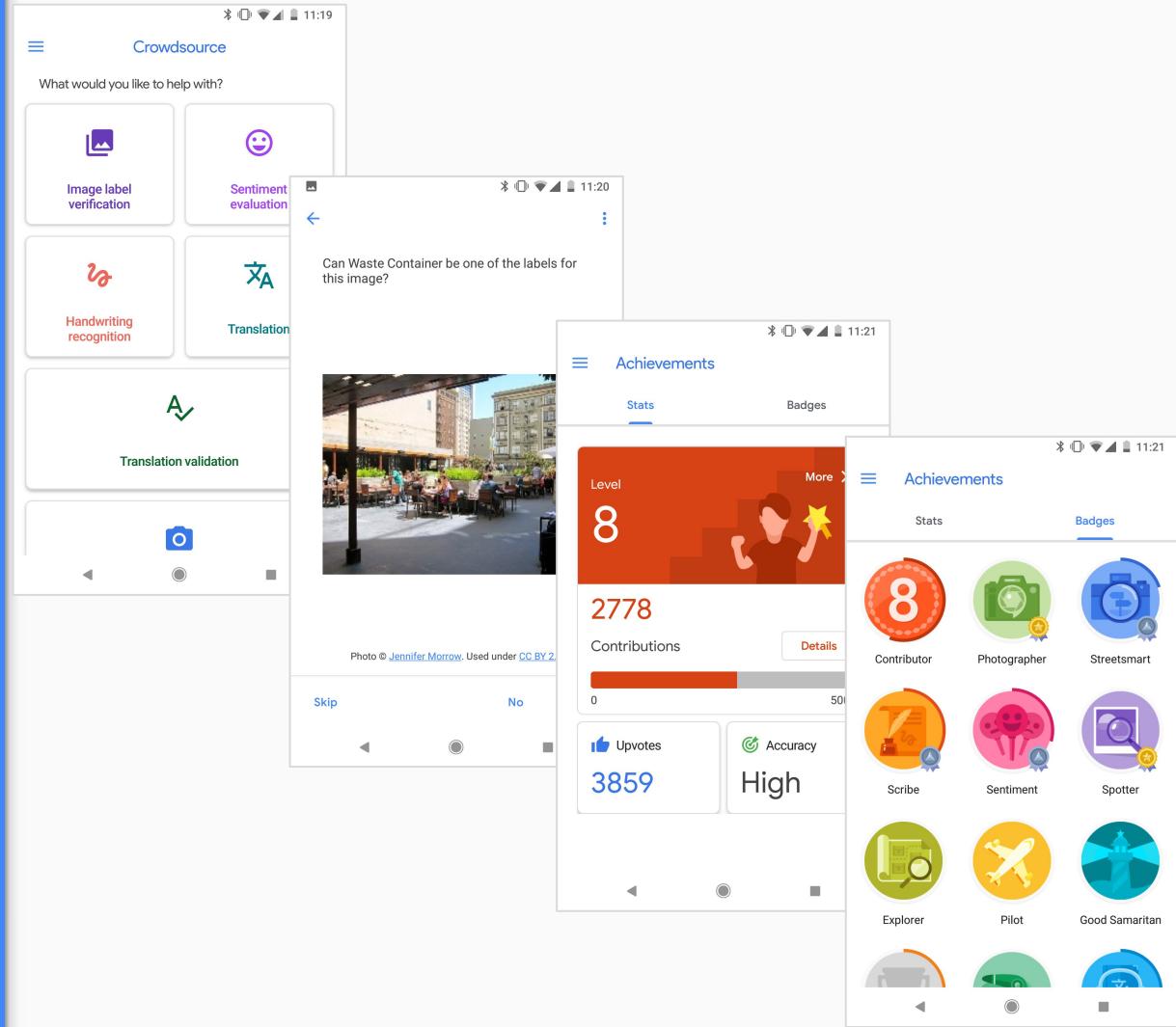
Depends on who you ask.

There is no single ground truth for subjective opinions. It may vary by demographic, geography, etc.



Why Crowdsource?

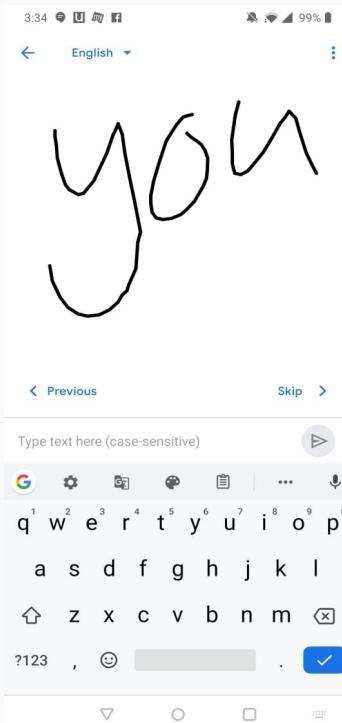
Crowdsourcing Android
and Web apps allow
users to answer quick
questions in a gamified
UI, and help generate
training data for ML.



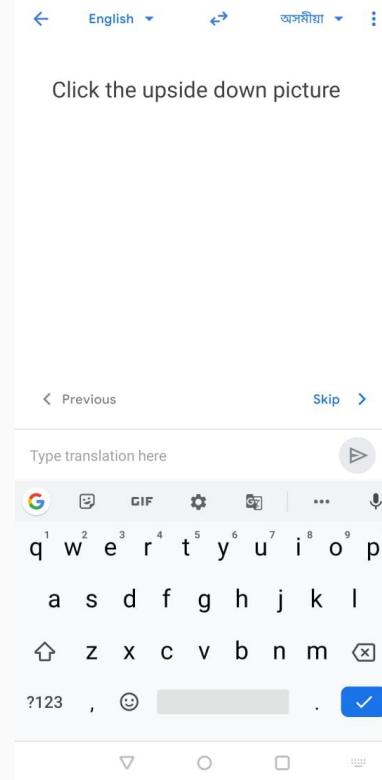
How to contribute?



Image Label Verification : Click yes or no based on the question. Tip : Use your best judgement when answering looking at the overall image. Skip if uncertain.



Handwriting Recognition : Type what you see in the language chosen. Tip : Do not type spaces and it is case sensitive



Translation : Type what you see in the language chosen. Tip : Ignore the errors and use indic keyboard if needed

How to contribute?

Are these translations correct?

Father's Full Name and Date of Birth

পিতৃর সম্পূর্ণ নাম আৰু জন্মৰ তাৰিখ	<input checked="" type="radio"/>	<input type="radio"/>
দেউতাৰ সম্পূর্ণ নাম আৰু জন্মৰ তাৰিখ	<input type="radio"/>	<input checked="" type="radio"/>
দেউতাৰ সম্পূর্ণ নাম আৰু জন্মৰ তাৰিখ	<input type="radio"/>	<input checked="" type="radio"/>
পিতৃর সম্পূর্ণ নাম আৰু জন্মৰ তাৰিখ	<input type="radio"/>	<input checked="" type="radio"/>

#দলীলও সময়িত এখন, বৃহৎ গাঁথক আনন্দ গা
ও তিনিপে যোৱা কৰি বিধায়ক ইণ্ডিপণ্ডেন্ট আনীন্দ্
বৰ্ষৈযোগী প্ৰজানাম। বৰ্ত অৱৰ প্ৰিয়ত
দলগৰ্হণ সন্মিলন আনন্দসংগ্ৰহ এখন বৃহৎ গাঁও ও নং
১৬ বৰকামাবৰ বাটুড়ীত আমিনুল সুবৰ্বল। আজি ৫
ৱৰ্ষ বৰকামাবৰ গাঁথক বাটুড়ীত প্ৰিয়ত বিধায়ক
চৰকাৰীভাৱে আলোচ্য ঘোষণা কৰিবলৈ এটা কথা
এখন বৰকামাবৰ মেলাৰ ও বৰকামাবৰ গাঁথক
কৰা কৰা আনন্দ গাঁও তিনিপে চিকিৎসা আনন্দ
দিলো বৰ আনন্দি প্ৰশংসন কৰা কৰা শুন গাঁথকখণ্ডে এই
কথায় সদৰ কৰে কৰে সজাতকত বিধায়ক জোন, উত্ত
সজাতকত মুখ্য আধিকার তিনিপে আমুগ্ধা জানোৱা
ছোঁকে বৰ জিলায় দৰিদ্ৰ দৰিদ্ৰ মাঙক।
সদৰদৰিদ্ৰ ইলিয়ানাৰ মানো ভৱিতা আৰু
এটা নাম নেৰি? এটা নাম কোৱা প্ৰশংসন কৰা নেৰি?

Translation Validation : Click tick or X for all questions. Tip : Use your best judgement when answering looking at the overall sentences.

Try these ideas for capturing and tagging images:

Food
Tag with name and ingredients



Plants
Tag with type and name



Selfies New
Take one-person selfies and label your expressions



Professions
Capture people at work. Tag with their profession.



Clothing
Anything that you wear: tag with brand and other details

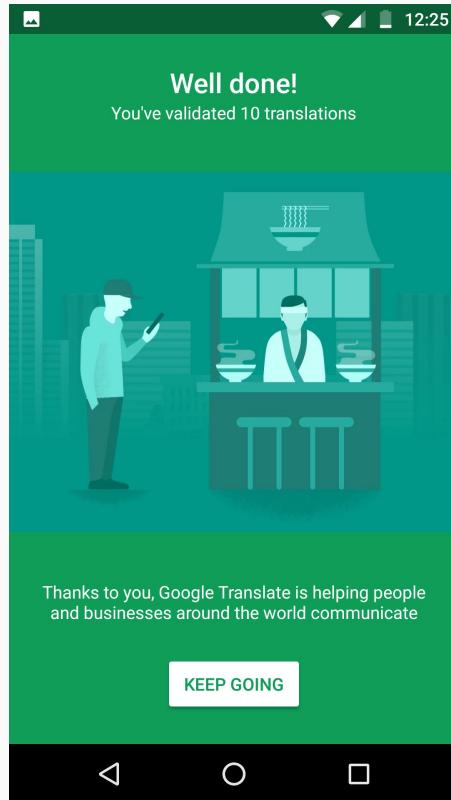
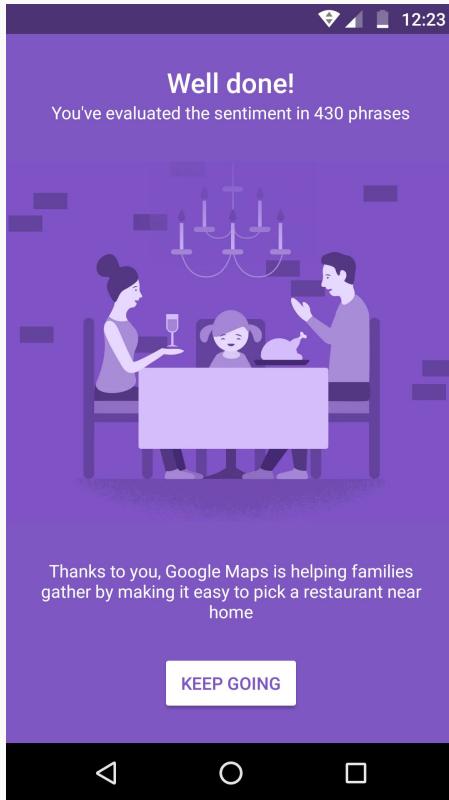
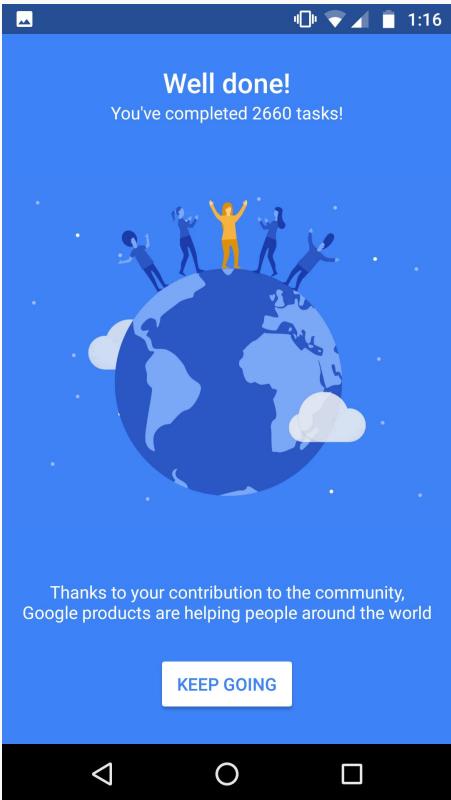


Animals
Include type and breed tags if applicable



Image Capture : Capture an image from any of the categories suggested. Tip: Upload from Gallery and Google Photos seamlessly

You are helping make a difference



Impact - Maps

Crowdsource users gave over 1.1m answers to Landmarks verification tasks.

This helped Maps achieve more coverage for 2-wheeler and other Landmarks coverage in NBU



Deemah M.S.
@iamdeemah

So @googlemaps instructed me to "turn right after Burger King" ... I think this is the best update yet. #mindblown

♡ 46 11:35 PM - Apr 13, 2018

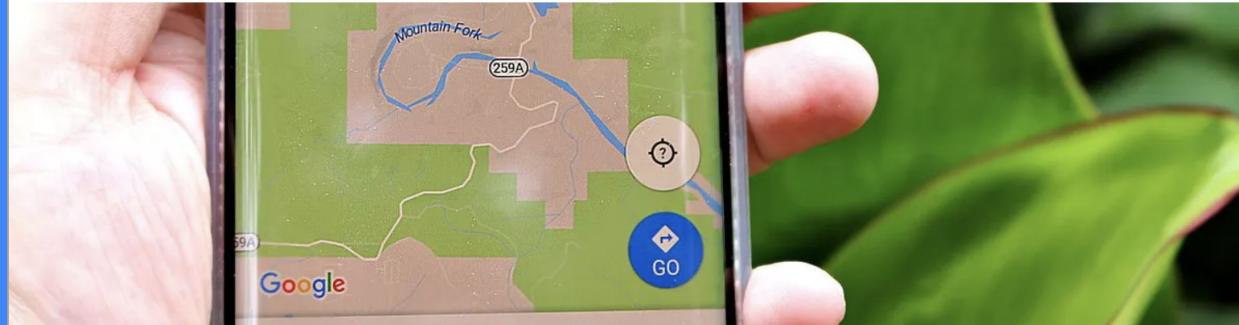
24 people are talking about this >

CAR GAMES AND APPS

Google Maps is using fast food spots to help you drive

The navigation app appears to be using local landmarks to provide more natural directions.

BY KYLE HYATT | APRIL 16, 2018 1:11 PM PDT



Impact - Photos

Open Images Extended:
480K images of everyday
objects and people,
released as an open
dataset in Dec 2018.



The Community





Ethiopia



Australia



Nigeria



Laos

India



Bangladesh



Nepal



Malaysia



Sri Lanka



Indonesia



Jordan



Ethiopia





Movinda Rupasinghe reviewed Google Crowdsource – 5★

13 December 2017 · 🌎

Sharing knowledge is the best thing in this world. Language gap is the barrier in between sharing information. To overcome this Google introduce the best app (Crowdsource). Improving good language database is the most crucial part of this program.

I'm glad to be a part of this.

...



Amal Barman ★ recommends Google Crowdsource.

16 August 2018 · 🌎

...

This is an platform to share your knowledge. the best part of this platform, is the level and badges collection. it's so interesting. 😊😊😊😊



Amila Ishantha Madushan reviewed Google Crowdsource – 5★

22 July 2018 · 🌎

...

Language is the basic element of representing a country and each one is unique, through crowdsource we can help improve translations and image recognition within a certain language, so happy to be a part of it



LoKnaTh LoKus DaS reviewed Google Crowdsource – 5★

18 May 2018 · 🌎

...

App easy to use. Tasks are loaded quickly, even those with images. It's nice to know that our contributions help to improve the products and that machine learning is not a proof of concept anymore, but has real applications. Loknath Das



Uceey Enem ★ recommends Google Crowdsource.

18 February · 🌎

...

I find my language so enriching and my culture so edifying. Google crowdsource has offered me the opportunity to translate and improve my language on the map. Notwithstanding, I have contributed to so many images and landmarks. Let's keep exploring our language and helping the world. I am so much in love with the app and am planning already to organise a publicity campaign next month.



Abdul Motin ★ recommends Google Crowdsource.

11 August 2018 · 🌎

...

Great tool. I love to help others that's why I like most Google crowdsource.



Sandeep Oruganti reviewed Google Crowdsource – 4★

11 December 2017 · 🌎

...

I think this page is impacting lots people's lives indirectly in a very positive wave just now I completed my task of achieving the 2000points in crowdsource app, all the best Google for doing such a great job keep continuing it.



Milton Nirril ★ recommends Google Crowdsource.

30 April at 07:30 · 🌎

...

Soy colaborador ayudas a demás personas y uno sabe de otros países colaborando ayudas y compartes con todo el mundo es una experiencia muy buena se las recomiendo al cien hay temas para todos los gustos

**Katie Gard**

★★★★★ October 14, 2018



80



Love it. It's like a game/puzzle for me; keeps my mind sharp in my multiple languages, and it feels rewarding to know I'm being helpful!

**Robert Floto**

★★★★★ November 7, 2018



2



Great idea. a fun, free, and easy way to help develop future strong ai. Now I finally feel like I'm helping contribute to the inevitable technological singularity

**Fahad Hasan**

★★★★★ February 22, 2019



11



Feeling Happy Because I Can Help Others To Get Better Translation From Google Translate And Help Google Recognize Photos 😊

**Scott Myers**

★★★★★ December 9, 2018



90



I feel like I'm making the world a better place instead of just wasting my time at angry birds or bubble shooter. I do hope for more materialistic rewards, but for now. I enjoy informing Artificial intelligence. Finally its a great feeling to 'work' for Google, knowing my children and grandchildren will benefit from my hours of input. Level 10, here I come!

**Chintan Soni**

★★★★★ February 7, 2019



24



Cool new look is awesome.. I love the way you materialize the app. Your apps are always source of design inspiration to me. 😊

**Margo Doty**

★★★★★ April 7, 2019



2



fun and im not just editing my own pics. new addiction. thanks

For others, the motivation is very personal



Hosein Kazazi @hkazazi · 24 Feb 2018

My father most of the time use @googledocs for his documents. And use speech recognition. Also he speaks #Persian (#Farsi). And I use #crowdsourcing app from @google to help my father. Thank you Google

Download this app in below link

play.google.com/store/apps/details...

And then, there's a whole bunch of other reasons.

Some use it as gratitude to Google for all the services that we offer.

Some use it as a way of helping others in their community

Some use it as a way of practicing their language skills

And finally, some use it just because it is fun and relaxing

“My way of saying Thanks to Google”

Michael B., US

“Great pastime with nice learning experience”

Claudia G., Germany

“I love the way this app works and it gives me a better feeling deep inside that some way or the other I’m helping someone”

Sachin N., India

“Better way to spend your bus ride or some other free time”

Khalil A., Bangladesh

“I think everyone who used Google to search ‘my girlfriend not talking to me’ should install this app and make internet a better place just by sharing your knowledge with the world”

waymakes





In countries like Bangladesh, the love for language runs deep. For them, language = national pride.

Here are students participating in a Translation crowdsourcing event, sporting bandanas of their national flag



Local influencers are backbone of our community.

They are strong believers in the mission of Crowdsource, and use their strong network influence to rally local communities together.

As of early 2019, there are local influencers in over 35 countries



Well, don't just sit there...

Download **Crowdsource**
from Google Play Store or
visit the Web



- Tag us on Facebook:
@googlecrowdsouce
@crowdsorcebygoogle

Talk to us and flourish your own
communities with **Google!**

Reach out at :

crowdsourcing-community@google.com