

Applications

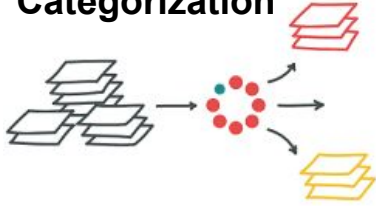
Amrapali Zaveri, Deniz Iren, Lea Beiermann



Microtask Crowdsourcing

Applications of Microtask Crowdsourcing

Classification and Categorization



Finding Metadata



Ranking



Promoting



Data Collection and Enhancement



Sentiment Analysis



Negative



Neutral



Positive

Media Transcription



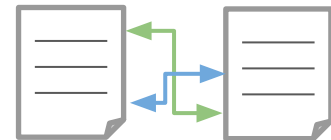
Content Feedback



Content Moderation



Content Verification



Detecting Linked Data Quality Issues

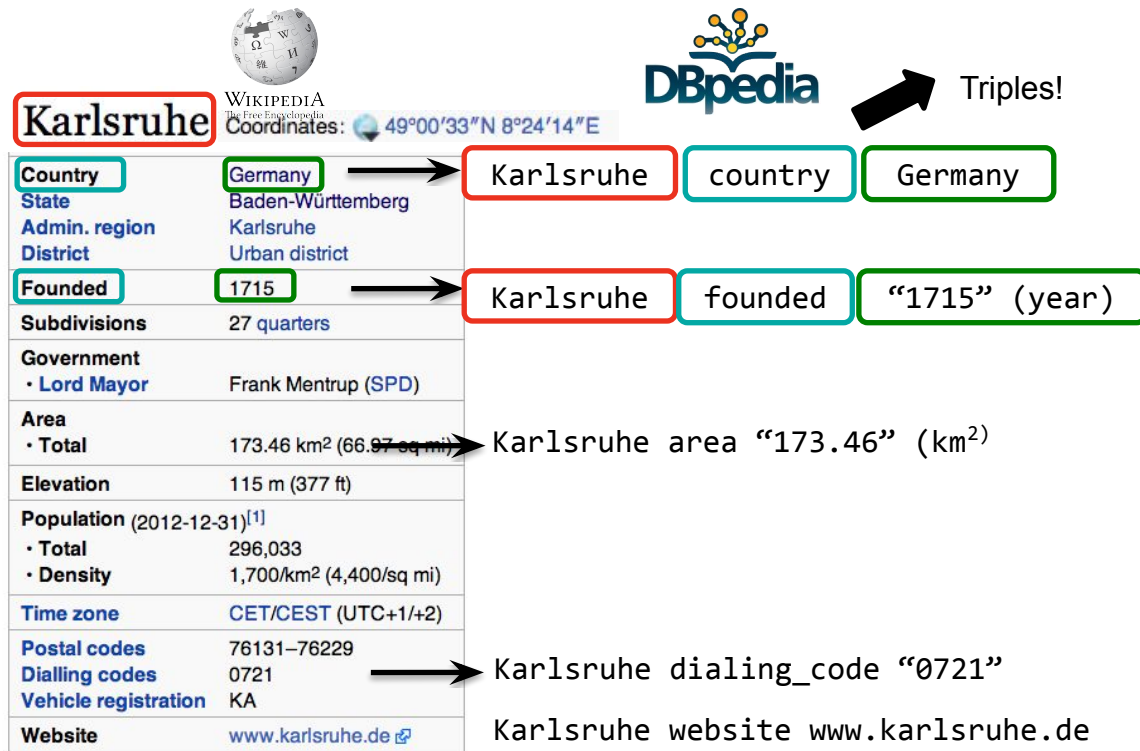
The DBpedia Knowledge Graph



Semi-structured data from Wikipedia



The DBpedia Knowledge Graph



Quality Issues to Crowdsource

Three categories of quality problems occur in DBpedia [Zaveri2013] and can be crowdsourced:

- **Incorrect object**

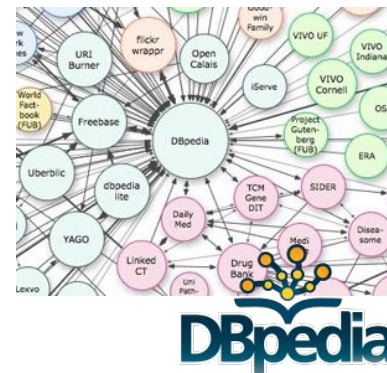
dbr:Dave_Dobbyn dbp:dateOfBirth “3” .

- **Incorrect data type or language tags**

dbr:Torishima_Izu_Islands foaf:name “鳥島”@en .

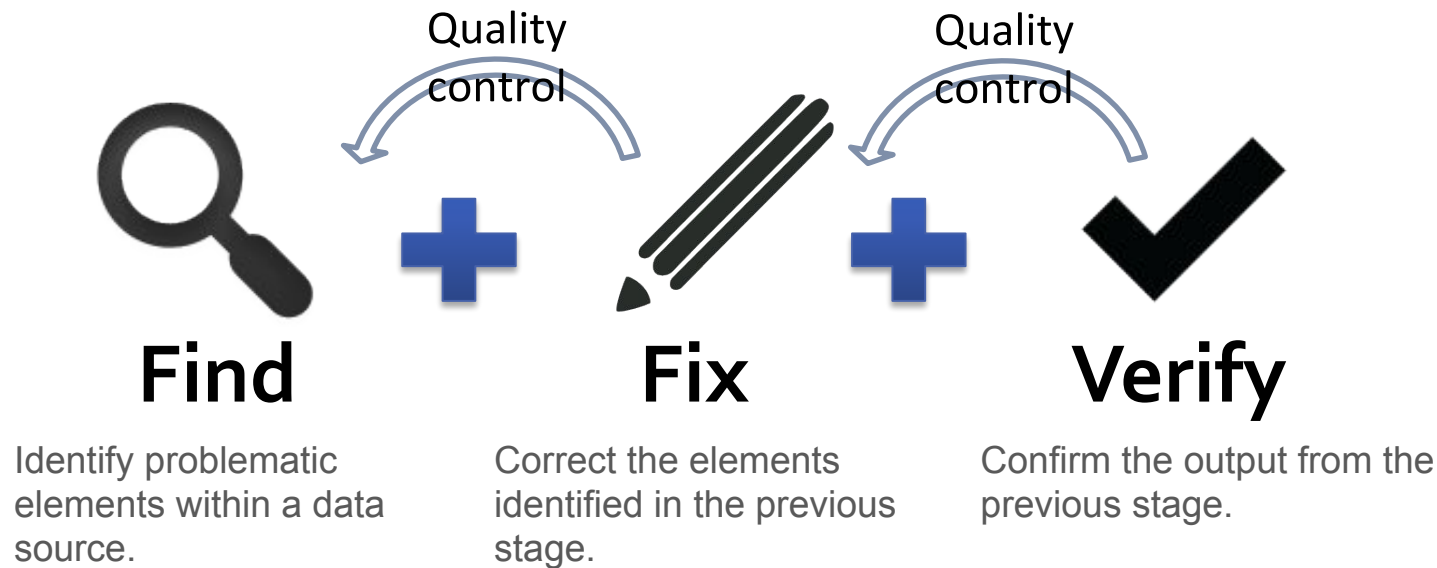
- **Incorrect link to “external Web pages”**

dbr:John-Two-Hawks dbo:wikiPageExternalLink <<http://cedarlakedvd.com>>.

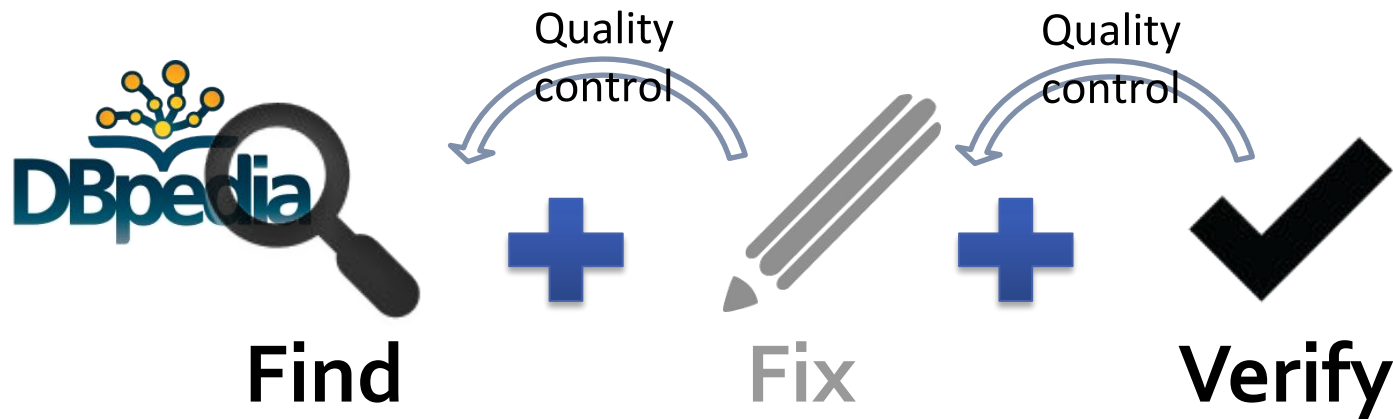


Crowdsourcing Approach

Find-Fix-Verify Pattern [Bernstein2010]



Applying Find-Fix-Verify to our Case Study: DBpedia-DQ



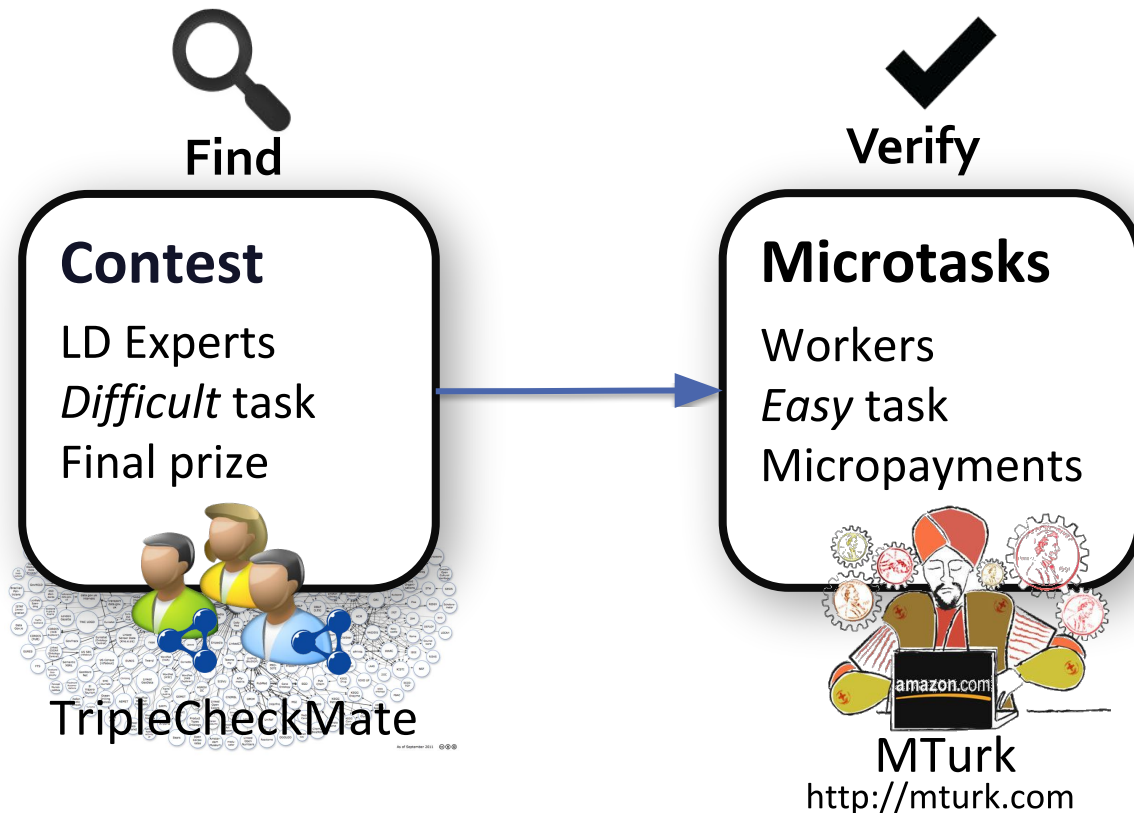
Identify erroneous triples and classify them according to the error found.

Confirm the output from the previous stage.

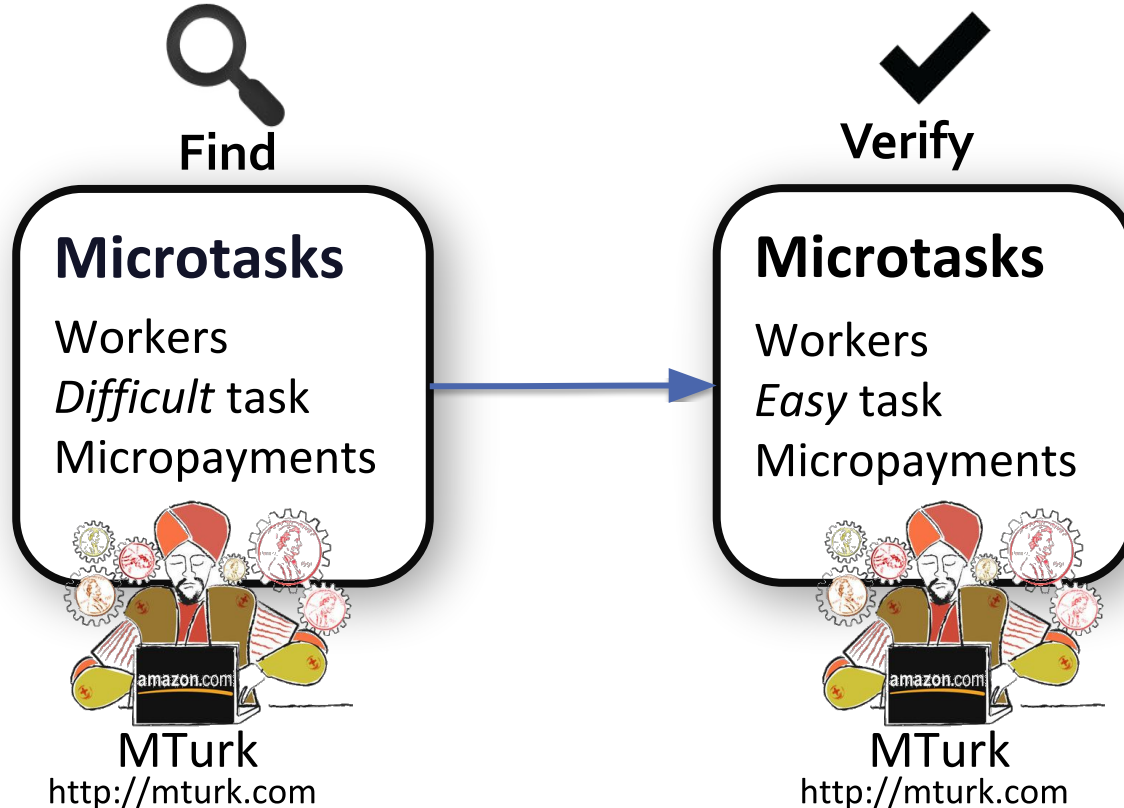
DBpedia-DQ has two variants:

1. Combining experts + non-experts crowds (workers)
2. Using non-experts crowds (workers) in both stages

Combining Experts + Workers (EW)



Combining Workers + Workers (WW)



DBpedia-DQ Microtask Interfaces

Find stage with workers: MTurk Tasks

Microtask settings:

- Max. 30 questions per microtask
- Payment: 0.06 US\$ per microtask (Nov. 2014)

About: **Alexandria**

[GO TO WIKIPEDIA ARTICLE: Alexandria](#)

 WIKIPEDIA The Free Encyclopedia	 DBpedia	Type of Errors
Mar record low C: <i>Not specified</i>	Mar record low C: 2 Data type: Integer	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link
Dec record high C: <i>Not specified</i>	Dec record high C: 29 Data type: Integer	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link
Nov record low C: <i>Not specified</i>	Nov record low C: 1 Data type: Integer	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link
Mar rain days: <i>Not specified</i>	Mar rain days: 6 Data type: Integer	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link
single line: <i>Not specified</i>	single line: yes Data type: English	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link
Aug record low C: <i>Not specified</i>	Aug record low C: 18 Data type: Integer	<input type="checkbox"/> Value <input type="checkbox"/> Data type <input type="checkbox"/> Link

DBpedia-DQ Microtask Interfaces

Verify stage with workers: MTurk Tasks

dbr:Dave_Dobbyn dbp:dateOfBirth “3” .

dbr:Torishima_Izu_Islands foaf:name “鳥島”@en .



dbr:John-Two-Hawks dbo:wikiPageExternalLink
<<http://cedarlakedvd.com>>.

Microtask settings:

- 5 questions per microtask
- Payment: 0.04 US\$ per microtask (Feb. 2013)

Incorrect object

"Dave Dobbyn"

Date of birth:

Incorrect data type

About:

Kyoto University



Given the property "name", is the value "京都大?" of type "english"?

Incorrect outlook

About:

John Two-Hawks

External page:<http://www.cedarlakedvd.com>

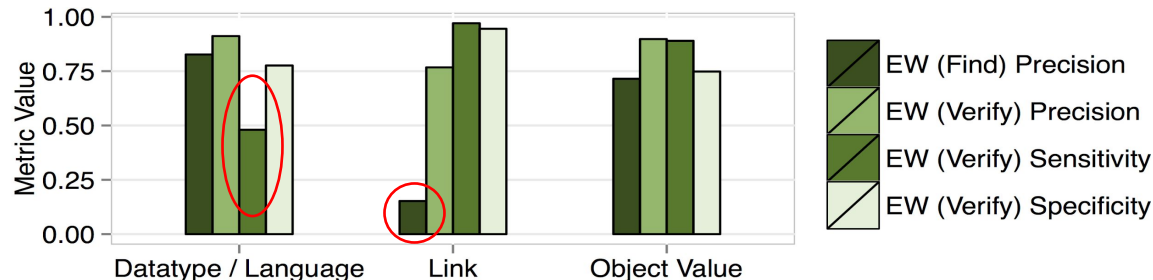
 

CEDAR LAKE

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CEDAR LAKE NATURE SERIES

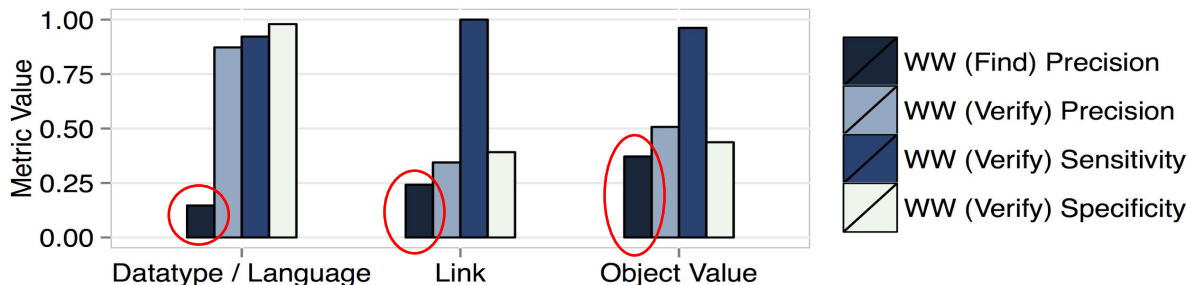
Relax and enjoy soothing original music blended with stirring nature videos

DBpedia-DQ: Experimental Results



Main findings:

- It is difficult for the workers to assess datatypes
- Experts are not good in assessing external links
- Two-step validation increases the overall quality



Main findings:

- It is difficult for the workers to execute the find stage
- Workers are exceptionally good at identifying incorrect triples (high sensitivity)

Experimental Results:

Crowd-based vs. Automatic Data Quality Assessment

Main finding:



Humans (experts and workers) detected quality issues
that were not detected via RDFUnit (automatic tool)
and vice versa.

A high-angle, wide shot of a massive crowd of people, likely at a festival or outdoor event. Many individuals are wearing bright, colorful rain ponchos in shades of blue, green, yellow, and red. The crowd is densely packed, filling the entire frame. The word "Deniz" is overlaid in the center in a large, white, sans-serif font.

Deniz

Feedback Please !

<http://bit.ly/crowdsourcing-feedback>