

Incentivising the Recruitment of Game with a Purpose players through Social Network Referral



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Introduction

Online Social networks have grown tremendously in the last few years. Due to their extreme popularity, online social networks can be seen as an effective way of reaching a very large audience and could be an effective way of recruiting workers for tasks that require a large number of participants. A social experiment called the DARPA Network Challenge [5] showed how powerful online social networks can be for the completion of certain tasks. In the DARPA challenge, the task was to find 10 red weather balloons placed at secret locations throughout the USA and this was solved in 9 hours. Many organizations have used online crowdfunding to reach audiences for their crowdsourcing projects particularly organizations that do not have a large marketing budget. This model has been explored for the purpose of raising funds for a charitable purpose. The study by [3] in which the incentive for a successful referral was additional donation to the funding campaign and the study was only carried on university students in the UK. This project aims to study this model on a global scale by recruiting the initial participants from many countries and the incentives that will be employed is both financial and social incentives such as leader board or badges which are Gamification mechanisms will be used to reward both the invitee and the referrer for a successful referral

Background



- Gamification involves adding gamelike rewards to tasks and this may include elements, such as leaderboards, badges etc. This has been applied to a type of crowdsourcing known as Microtask crowdsourcing which is defined as the problem-solving model in which the task to be performed is divided into smaller units that multiple participants can complete independently in return for some payment[4]
- Gamifying paid Microtasks has been shown to increase worker engagement, quality and quantity of work performed, also research by [6] found out that gamification mechanisms such as leaderboards were effective in making players continue playing the game when they wanted to quit
- There is need to investigate whether these gamification mechanisms(social incentives) can be used to entice GWAP players to refer their friends, thereby generating the high number of workers needed to complete some tasks at no additional cost thereby saving marketing cost and that is one of things that this project want to investigate.



- The success of many crowdsourcing tasks require the recruitment of a large number of worker, tasks such as labelling images to improve web searching, transcription of ancient text or the translation of some big documents require a large number of workers, these tasks can be developed into gamified microtasks, a crowdsourcing platform like Crowdfunder can be used for the initial recruitment of workers, these workers will be offered incentives that will make them willing to invite their friends through online social networks like Facebook and by so doing could be able to generate the large crowd needed for the timely or successful completion of such tasks. It can be likened to crowdsourcing crowdsourcing



Objectives

- To undertake experiments that compares various means for incentivising social media referral in gamified microtasks
- To find the best incentive to generate a higher number of additional workers for microtasks
- To investigate whether gamified paid micro-tasks with refer-a-friend program produce results with higher accuracy with respect to a gold standard result



Applicability

- From an commercial point of view, encouraging online social network referral is crowdsourcing marketing activities. This project will help in learning how to encourage existing participants or customers to do marketing for the project or business. It also investigates the question of how to balance the benefits of an incentive scheme with its related costs. The work will also explore whether gamification mechanisms such as leaderboards or badges, are effective in this context.

References

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