

AIRE 2018

21 August 2018

Crowdsourcing Software Development: Silver Bullet or Lead Balloon

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Lero



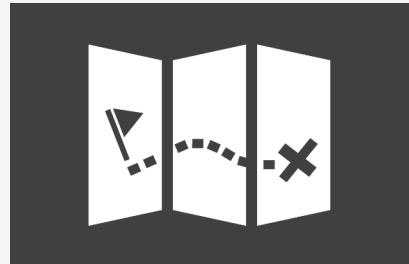
Overview

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Introducing CSD

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In-Depth Case
Study of CSD
(from customer
perspective)

3



Theoretical
Model of CSD
tested with
large-scale
sample data

4



Conclusions



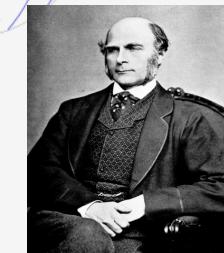
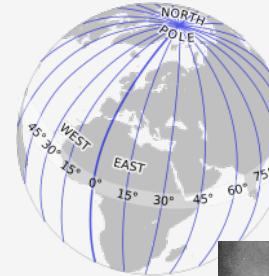
Introducing CSD

“ *No matter who you are, most of the
smartest people work for someone else.*

—Bill Joy

Crowdsourcing: Leveraging Wisdom of the Crowd

- Longitude Problem (1714)



- *Vox Populi* (Galton 1907)

- Amazon Mechanical Turk



- InnoCentive



Positioning Crowdsourcing vs. Outsourcing vs. Opensourcing*

Dimension	Outsourcing	Opensourcing	Crowdsourcing
Locus of Control			
Nature of Workforce			
Crowd Motivation			
Company Motivation			

Expected Benefits from Crowdsourcing

Cost Reduction

- Lower labour costs in different regions
- Eliminates recruiting overhead

Faster Time-to-Market

- 'Follow-the-sun' 24/7
- Parallel decomposition of tasks

High Quality

- Self-selecting experts with broad and deep knowledge
- Linus' Law: *Given enough eyeballs, every bug is shallow*

Creativity and Open Innovation

- Go beyond internal fixed mindset

Many Crowdsourcing Platforms



Changing How the World Works.



Everyday Outsourcing™





2

Case study*

* Stol KJ & Fitzgerald B (2014) Two's Company, Three's a Crowd: A Case Study of Crowdsourcing Software Development, *Proceedings of 36th International Conference on Software Engineering (ICSE Technical Track)*, Hyderabad, May 2014



Case: “Tech Platform Inc. (TPI)”

TPI: global player in cloud solutions

400 sales offices in 75 countries

50K employees

Crowdsourced project: “Titan”

Task: Porting a migration utility used by field engineers from a stand-alone tool to a web application (128 panels)

Testing the Wisdom of this Crowd

Please estimate for the 128 panels:

1. Cost in \$
2. Time to develop in days
3. Quality in # bugs

<https://goo.gl/lKpgYi>

OR

<http://www.brian-fitzgerald.com/survey-form/>

Testing the Wisdom of this Crowd

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<https://goo.gl/lKpgYi>

CROWDSOURCING SOFTWARE DEVELOPMENT SURVEY

Survey

Question 1 - Cost for 128 HTML5 panels in US dollars?

Question 2 - Duration for development of 128 HTML5 panels in days?

Question 3 - Number of defects reported for 128 HTML5 panels?

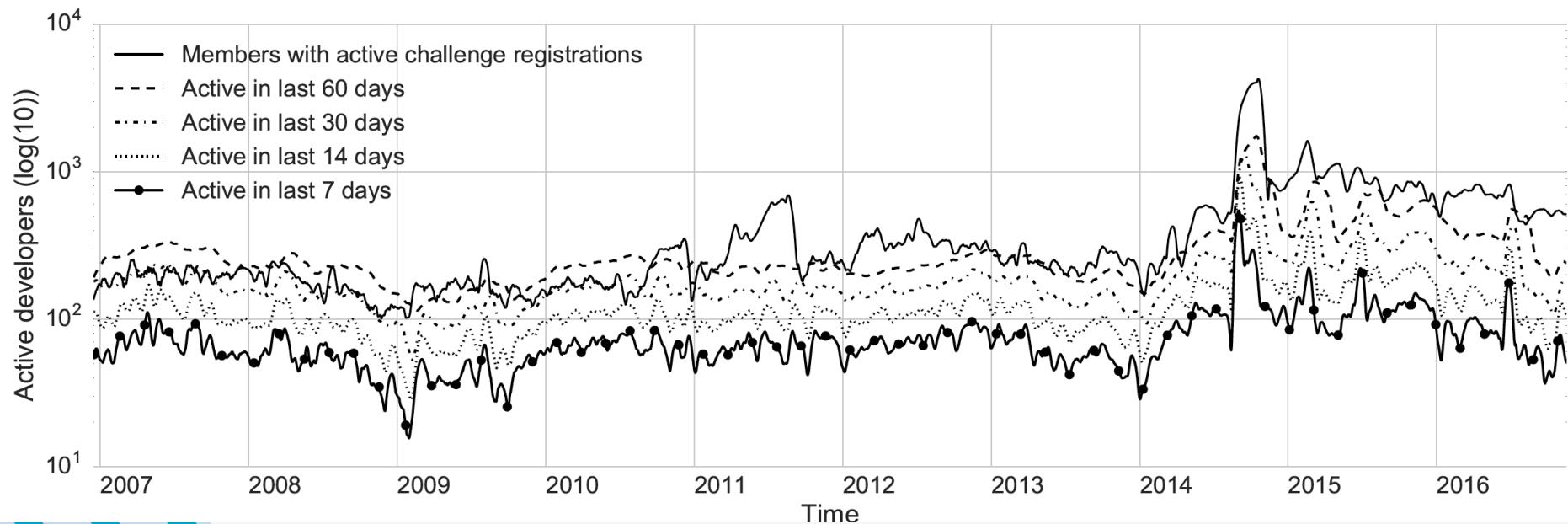
SUBMIT



TopCoder.com

>1 million members from < 50K in 2004

but < 0.5% active developers

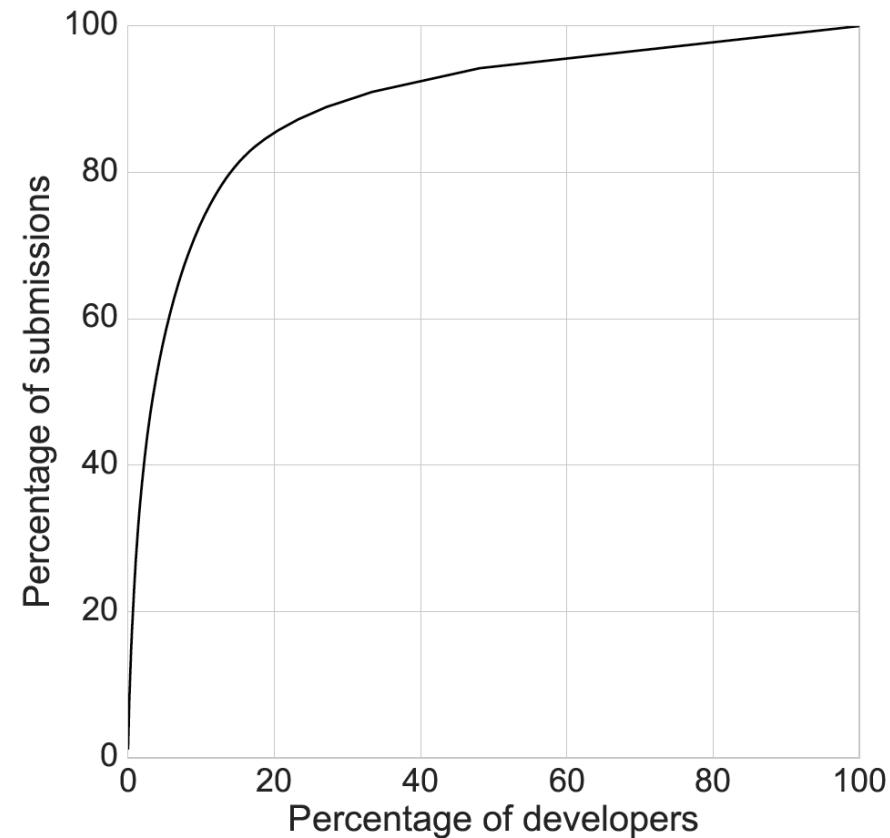




TopCoder.com

>1 million members from < 50K in 2004

but < 0.5% active developers





TopCoder.com

TopCoder Roles

Platform Specialist, Co-Pilot,
Crowd Contestants

TopCoder mantra

TopCoder does heavy lifting/process management

Customer is "***conductor of world-wide talent pool***"

"Software development cost reduction of 62%"

(TopCoder, Tech Crunch 2013)

TopCoder Contest Interface



The image shows a screenshot of the TopCoder contest interface. A large blue arrow points from the top left towards the contest name. Another blue arrow points from the bottom left towards the sidebar menu. A third blue arrow points from the bottom center towards the detailed requirements section. Handwritten blue text labels are overlaid on the image: "Contest Name" at the top left, "Prizes/Cost" at the bottom left, "Detailed description" at the bottom center, and "Contest info" at the bottom right.

Contest Name

Prizes/Cost

Detailed description

Contest info

UI PROTOTYPE

EMP Panels Phase 3B UI Prototype

REGISTER SUBMIT

Contest Timelines

Posted On: 06/19/2013 12:19 PM EDT

Register By: 06/22/2013 12:19 PM EDT

Submit By: 06/25/2013 12:24 PM EDT

Final Submission: 06/30/2013 06:51 AM EDT

Review Style

Final Review: Community Review

Board ?

Approval: User Sign-Off ?

Contest Links

Contest Forum

Screening Scorecard

Contest Overview

Results

UI Development

UI Prototype

Overview

Track Information

Competitions

Overview

Copilot Opportunities

Design

Contests

Overview Opportunities

Meet the Review Board

UIA Build

Content Creation

UIA and Maintenance

Algorithm

High School

The Digital Run

Submit & Review

TopCoder Networks

Events

1st Place \$1,000

2nd Place \$500

Reliability Bonus \$200

DR Points 450

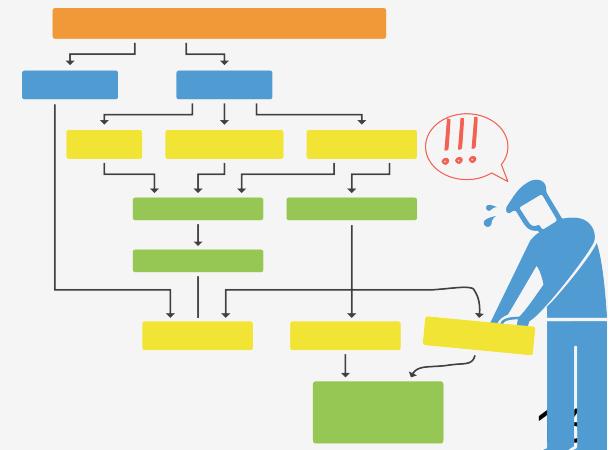
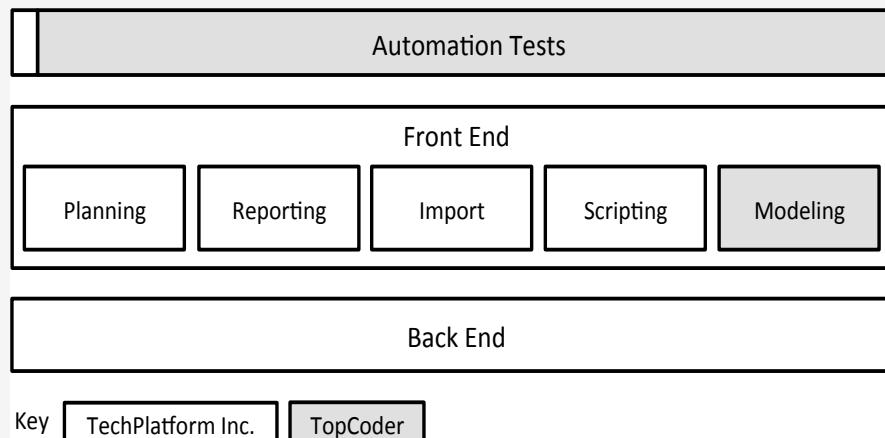
The primary goal of this contest is to design the look and feel of a web application which has very defined guidelines and the look is dashboard oriented, for business purposes. We are trying to provide a simple interface to a complicated tool. Our users need to be gently pushed to particular flows through the application so they don't get overwhelmed by the total number of choices available to them.

EMP is a migration planning application that's used to streamline the planning process for data migrations onto storage arrays. It's currently implemented as a stand-alone single user desktop installed Windows application, but in the process of being ported to a web application. The goal of this project is to replace the existing EMP UI with a new UI. Specifically, we want to make it more intuitive, easier to use, and faster to learn. We also want to add some new features and functionality.

Coordination: Task Decomposition

What software parts to crowdsource?

- Least domain knowledge required
- Self-contained
- Scarce internal resources



Coordination: Communication

Multiple interaction layers



TopCoder waterfall process → TPI agile process

Challenge to integrate TC deliverables into Sprints

Coordination: Communication

Phase	Panels
1 Dashboards	40
2 Flagship product I	18
3 Flagship product II	33
4 Network devices	14
5 Legacy and third-party	23
	128

“ It feels like we've produced a million specification documents, but obviously we haven't. The way we do specifications for TopCoder is entirely different to how we do them internally. -TPI Architect

Coordination: Lack of Response/ Potential IP Loss

Contest failure due to lack of submissions

53 contests but just 84 submissions

Type	Registrants	Submissions	%Sub/Reg
Copilot	13	6	46%
Studio	34	7	21%
Architecture	90	12	13%
Assembly	476	36	8%
Test Suite	8	1	13%
UI Prototype	99	22	22%
Total	720	84	12%

Two's company, 1.6 is a crowd...

IP Loss: Unknown workforce - **720 registrants**
saw specifications

Quality Assurance

- TC Waterfall approach **pushes error identification later** in life-cycle
- ***"Fleeting relationship"***
 - Lack of developer continuity across contests – recurrence of **same bugs**
 - No domain knowledge built up by developers

Planning & Scheduling

TopCoder warranty periods unsuitable

5 days to accept/reject deliverable

But cannot accept/reject part of deliverable

Tendency to accept to not deter contestants

Additional 30-day warranty period

But fast changing code base – not useful to integrate new fixes after 30 days

Counting the Cost!



Total Cost

1st \$1,000

1st Prize

-Suggested by Co-Pilot

-Varied from \$600 to \$2,400

\$1,000

Total Cost
1 st \$1,000
2 nd \$500

\$1,500

2nd Prize

50% of first prize:

\$500

<u>Total Cost</u>
1 st \$1,000
2 nd \$500
R.Bo. \$200

\$1,700

Reliability Bonus

Up to 20% of first prize:

\$200

<u>Total Cost</u>
1 st \$1,000
2 nd \$500
R.Bo. \$200
DR \$450

\$2,150

Digital Run

45% of first prize

1 Point = \$1.00

\$450

Total Cost

1st \$1,000

2nd \$500

R.Bo. \$200

DR \$450

Spec.R \$50

\$2,200

Spec. Review

\$50

Total Cost

1st \$1,000

2nd \$500

R.Bo. \$200

DR \$450

Spec.R \$50

Rev.B. \$800

\$3,000

Review Board

\$800

Total Cost

1st \$1,000

2nd \$500

R.Bo. \$200

DR \$450

Spec.R \$50

Rel.B. \$800

CP \$600

\$3,600

Co-Pilot Fees:

\$600

Total Cost
1st \$1,000
2nd \$500
R.bo. \$200
DR \$450
Spec.R \$50
Rel.B. \$800
CP \$600

Subtotal \$3,600
TC multiplier x 2

Price of 1 contest:
\$7,200

TopCoder Commission

= total of
above

Total Cost

1st \$1,000

2nd \$500

R.bo. \$200

DR \$450

Spec.R \$50

Rev.B. \$800

CP \$600

Subtotal \$3,600

TC multiplier x 2

Price of 1
contest: \$7,200

Platform “Cockpit” Fees for TPI:

**\$30,000
per month***

* Varies per customer – as low as \$3,000
per ‘cockpit seat’

Cost, Time & Quality for 128 Panels

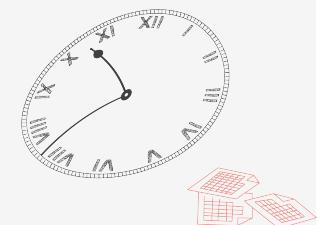
Cost: \$650,000

Plus extra internal overhead in preparing
specs and coordination effort



Time: 215 calendar days

(695 contest days)



Quality: 506 bug issues



Wisdom of *this* Crowd Results

Results

<http://www.brian-fitzgerald.com/survey-form-results/>

Wisdom of Previous Crowds

Prior 'Academic' Crowd

Cost (US\$)	\$211,000
Time	145 days
Quality (# bugs)	96

Prior 'Practitioner' Crowd

Cost (US\$)	\$378,000
Time	174 days
Quality (# bugs)	158



Wisdom in the Crowd?

3

Theoretical Model for CSD*

* Stol, K, Caglayan, B and Fitzgerald, B (2018) Competition-Based Crowdsourcing Software Development: A Multi-Method Study from a Customer Perspective, *IEEE Transactions on Software Engineering*, DOI: 10.1109/TSE.2017.2774297
OPEN ACCESS!

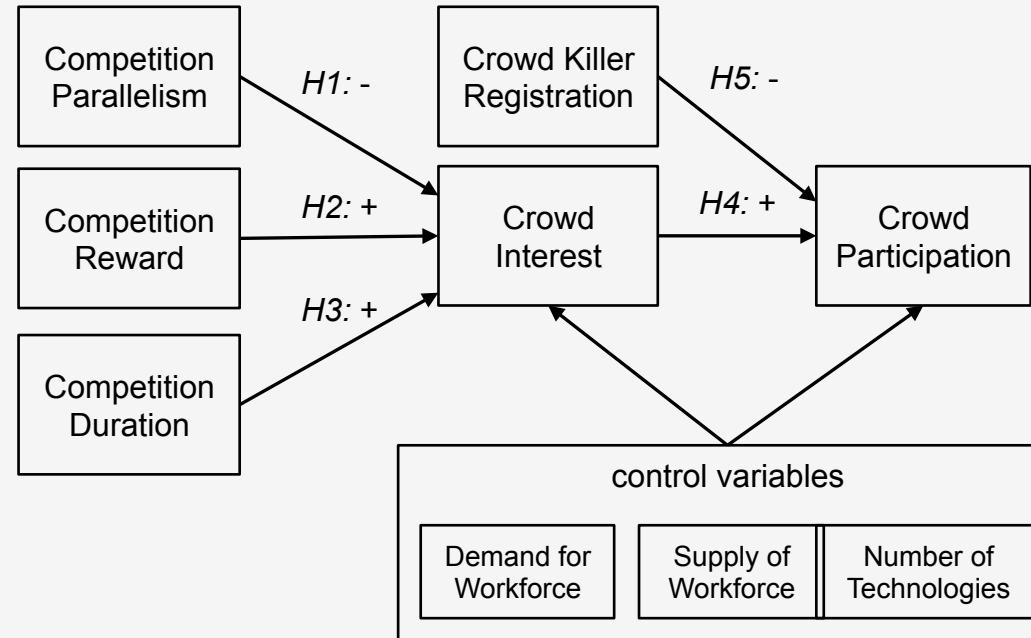
Data Source for Model Construction

- Case study
- Crowdsourcing literature
- Topcoder platform API

Model Variables

Construct variables	Description
Competition Parallelism	The number of competitions that are run simultaneously within the same project.
Competition Reward	First Prize money offered for a competition.
Competition Duration	Number of days between the registration deadline and the submission deadline (included).
Crowd Killer Registrations	Developers whose average win count is $3 \times \sigma$ greater than the average.
Crowd Interest	Number of registrations for a competition.
Crowd Participation	Number of submissions. Only registered members are able to submit
Control variables	Description
Demand for Workforce	At a given time, the number of competitions that are running at the time of a competition being advertised.
Supply of Workforce	The number of platform members at the time of a competition's advertisement.
Number of Technologies	The number of technologies that are specified for a competition.

Theoretical Model

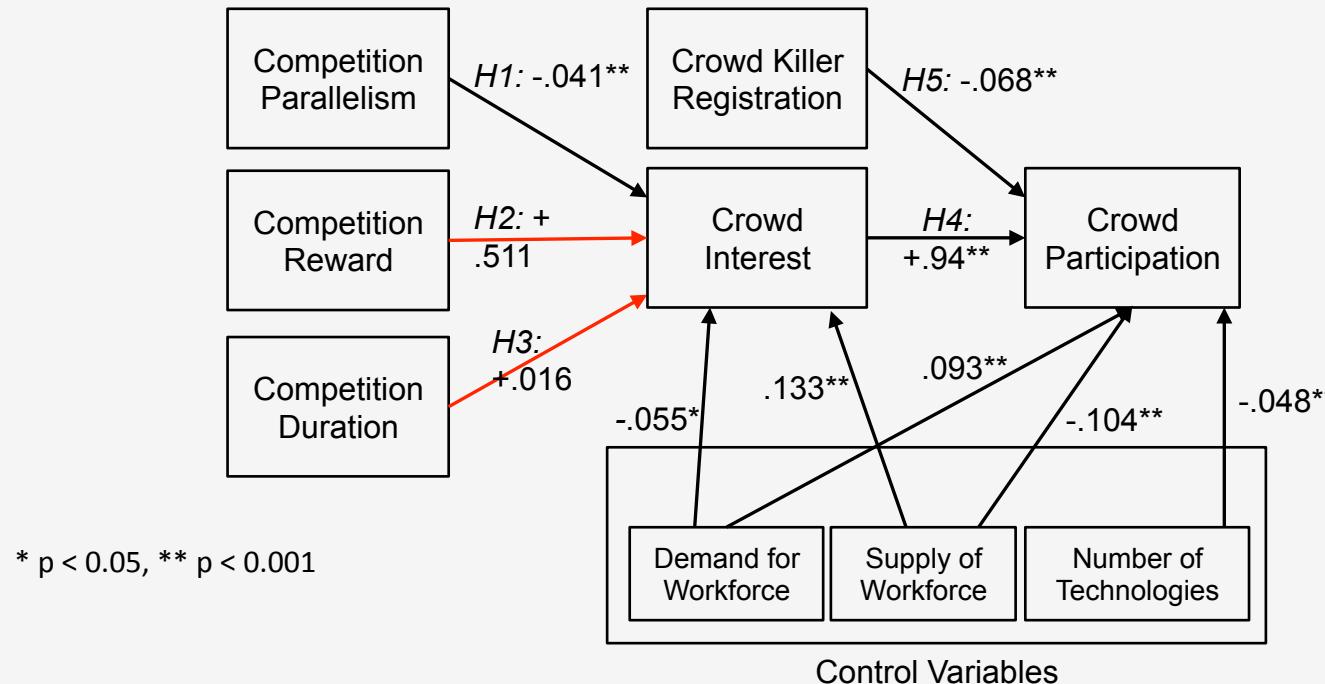


H1	Running competitions in parallel is negatively associated with crowd interest
H2	Competition reward is positively associated with increased crowd interest
H3	Competition duration is positively associated with crowd interest
H4	Interest from the crowd is positively associated with participation
H5	'Crowd killer' registration is negatively associated with participation

Data Source for Model Testing

- 13,602 (completed) competitions on the Topcoder platform (2007-2016)
- 20,747 Topcoder crowd members involved

Evaluating Model Fit (SEM)



Model Fit Indexes

χ^2 Yuan-Bentler corrected	7.688 ($p = .104$)
RMSEA	0.067
Comparative Fit Index (CFI)	0.993

4

Conclusions

Conclusions

- Costly++

- Quality issues

Waterfall competitions – late detection of errors

No accretion of domain knowledge - fleeting relationship

- Crowd may be very small

Running too many contests in parallel reduces crowd size

Increasing price or duration makes no difference

Beware of Crowdkillers

- Crowdsourcing platforms lack *transparency* and *recombination* (*Secret Sauce* in Open Source)



Thank You