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## What would Amazon do?

#### Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce.

Workers select from thousands of tasks and work whenever it's convenient.

281,715 HITs available. View them now.

## Make Money by working on HITs

HITs - Human Intelligence Tasks - are individual tasks that you work on. Find HITs now.

#### As a Mechanical Turk Worker you:

- · Can work from home
- · Choose your own work hours
- · Get paid for doing good work



or learn more about being a Worker

#### **Get Results**

#### from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. Get Started.

#### As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- · Get thousands of HITs completed in minutes
- · Pay only when you're satisfied with the results



## Taking the robot out of the human

Open a link and copy paste data

**HIT Expiration Date:** 

Time Allotted:

Time Allotted:

**HIT Expiration Date:** 

Time Allotted:

Description: You will be presented an image of a gym cardio workout console. Your task is to identify and input the duration, distance and calorie values.

Jun 23, 2017 (6 days 3 hours)

Aug 14, 2017 (8 weeks 1 day)

Reward: \$0.08

Requester: Tristan

Description: Open a google search, click the first result and copy past data on a sheet

Keywords: data, data extract

Qualifications Required:

Masters has been granted

Input specific values displayed in the image.

**HIT Expiration Date:** Jun 17, 2018 (52 weeks)

20 minutes

5 minutes

60 seconds

Reward: \$0.00

Requester: amturk

Keywords: image, tag, picture, tagging, photo

Description: Check images that are duplicates. Check at least 2 images.

Qualifications Required:

Internal Workers has been granted

Check For Duplicate Images

Requester: Alexander

Kevwords: image, tag, dedupe

Qualifications Required:

Masters has been granted

Reward: \$0.03

> "We have passed the point where it is now on average more economical, it makes more business sense to invest in an AI system that performs average work well, than to invest in a human being or a group of human beings" – MIT

View a HIT in this group

View a HIT in this group

View a HIT in this group

## Augmenting

Summarize Text

View a HIT in this group

Requester: Reshma Lopes HIT Expiration Date: Jun 23, 2017 (6 days 16 hours) Reward: \$0.20

Time Allotted: 60 minutes

Description: Summarize the text of e-Petitions for problems, their evidences and suggestions.

Keywords: keywords

Requester: Tony Rivera

Qualifications Required: None

Write a single sentence about politics (< 2 min.) - bonuses available for languages other than English!

HIT Expiration Date:

on Date: Aug 1, 2017 (6 weeks 2 days)

HIT Expiration Date: Jun 18, 2017 (12 hours 40 minutes)

Time Allotted: 3 hours

Description: Write a sentence in English describing a particular political scenario.

**Keywords:** politics, sentence-writing, decision

Qualifications Required:

LUCAS-Qualified is 100

Rate an online article (required screening test)

Requester: HubPages

Time Allotted: 5 days

Description: Before you can work on HubPages' regular HITs, you must complete all 15 of our screening test HITs. If you pass the screening test, you will receive a bonus. These HITs involve reading an online magazine article and rating it on three scales: substance, organization, and grammar. It typically takes a couple of minutes to read and rate an article.

Keywords: reading, judging, rating, article, evaluating, writing, grading, screening, test, HubPages

**Qualifications Required:** 

Online article rating accuracy is less than 100

Location is US

Whenever a large global event takes place, analysts evaluate the after-effect and suggest actions to take.
Currently a lot of this analysis is done manually. Obviously this human analysis serves as a bottleneck, because a human analyst can read only so much in a given time, even

if they are very fast reader – Canadian Bank

Reward:

Reward: \$0.15

\$0.06

View a HIT in this group

View a HIT in this group

## **Exploring disruption**



Al enables much faster response rate for detection of network anomalies. Crunching that data would be weeks of work in an offline mode which means that sometimes it actually gets problems in the field even before you have the data analyzed. It is possible to filter huge amounts of data with Al that is not possible to do manually. – Telco, Finland

## Achieving the impossible

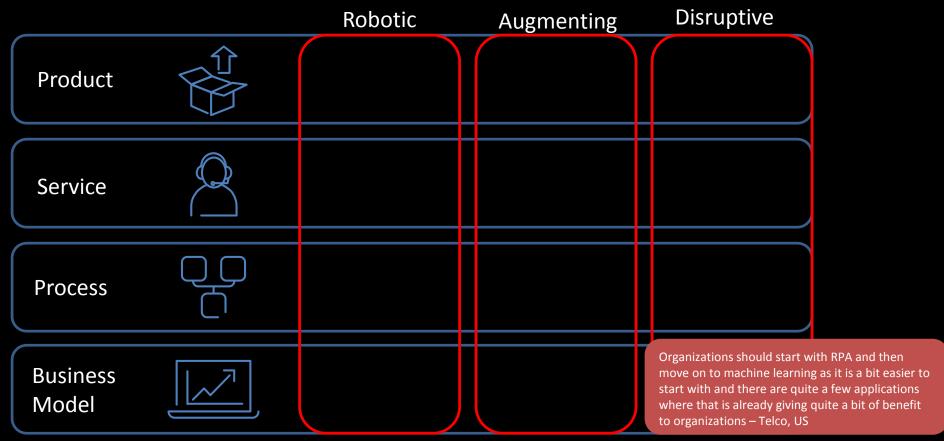








## Systematic AI case discovery



## Bus driver versus autonomous car





## From UX to CX

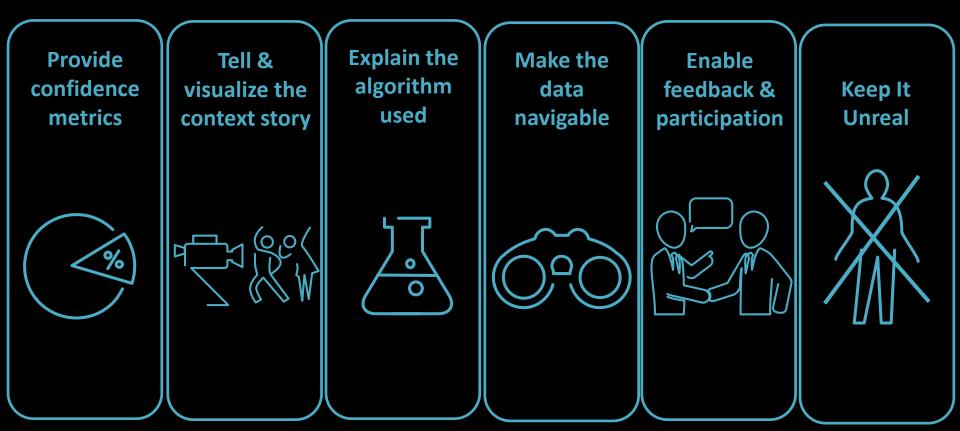


https://www.capgemini-consulting.com/resources/collaborative-exchange

## CX Design Principles

**Participation** and **Information** will be the linchpin of experience design and value-creation opportunities across a firm's value chain. Principle Value is created and most welcomed when customer expectations (Capital) match perceptions (Sentiments). Guiding Strong CXs require balanced capabilities between data science and behavioral science. Human sentiment cannot always be predicted. A brand image can be protected when firms prioritize human empathy and quickly course-correct when required

## Creating an AI Collaborative Exchange



## Provide confidence metrics





# | The state of the

#### **Client Challenges**

- Manual data entry on irregularities is error-prone
- Time consuming to manually inspect video
- Issues integrating multiple data sources

#### **Al Solution**

- Gather the image data from the repository
- Categorized screenshot images plus MS Excel of registrations.
- Raw data (few TB) of video car
- Create training and test sets
- Validated results
- Tuned Score interpretation
- Tuned Zoom level adjustments

## Tell & Visualize the Context Story







#### **Client Challenges**



- Hypothesis to check if there is prevalence of unnecessary use of Radiology scans in children trauma care
- 5 year period to combine text, image and results data to validate

#### **AI Solution**

- Augment medical experts to make sense of large volume of data over 5 year span
- Unstructured sources of data Electronic Medical records in text form and Scan images in visuals form
- Extract, classify and correlate text and image data
- Iterate the model building and output with expert support to improve accuracy
- Ability to classify and predict cases that need radiology based on type of pathology
- Flag potential cases for expert review
- Learn ongoing basis to predict and recommend in future

## Explain the algorithm used







#### **Client Challenges**



- Difficult to find information on competition and current research underway
- Identify segments and products which are likely to be in demand
- Identify prospects and influencers for potential products in demand

#### **AI Solution**

- Scour sources of potential information company websites, research journals, news and press releases, PubMed archives, clinical trials and patents data
- Apply text analytics and generate index for topic / product area of interest
- Tune dictionaries and patterns
- Iterate the process multiple times as needed to improve result accuracy
- Identify Potential Customers for Products
- Identify the Products in Demand
- Identify Influencers for the above

## Make the data navigable







#### **Client Challenges**

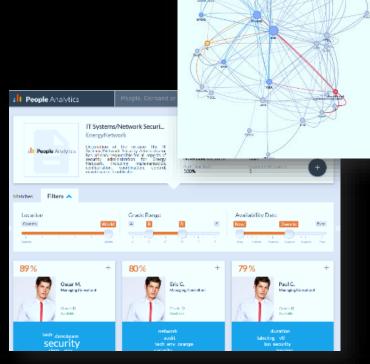
- Supervisor of Dutch Markets
- Reads through Annual Reports, manually annotates interesting passages
- Investigates marked sections

#### **Al Solution**

- Automatic document crawling (internal or online)
- Ingested sample documents and annotated them
- Created Machine Learning annotator
- Performed sentiment analysis

## Enable feedback & participation





#### **Client Challenges**

 Talents are companies' most critical asset yet its management relies on unstructured data (resumes, performance reviews, etc.) and hence non data driven decision

#### **AI Solution**

- Cognitive technology reads and understand unstructured data and create actionable insight from it
- This new generation of analytics solution keeps the advanced analytics in the background and offers a nice user interface geared toward business users, not data scientists
- A matching tool between resumes and job descriptions for multiple use cases: External recruitment, Internal mobility
- A skills management solution providing:360° view of skills in the company, Training recommendation, Insight into organization / reorganization, Recruitment priorities (vs. internal sourcing)

## Keep It Unreal



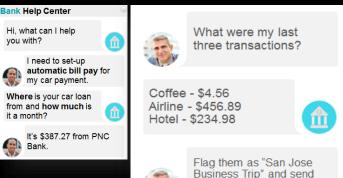




- Need 24-hour availability of service and information
- Not willing to wait
- Wants access to full information base
- Looking for simple, guided dialog

#### **Al Solution**

- Chatbots and software agents, driven by cognitive technology
- Interfacing corporate systems and knowledge bases
- Enable a dialog-driven, participative exchange
- Highly specialized and clearly recognizable as Artificial



them to Concur

## Unreal learnings

## OUR LEARNINGS ABOUT BOTS

- MOST BOTS ARE SH\*\*!
- FIRST SOLUTION FAST =>GOOD SOLUTION SLOW
- DISCOVERY NOT EASY
- USERS DON'T KNOW WHAT A BOT IS...
- BUT MOST USERS DON'T CARE IF IT'S A BOT
- WHATSAPP
- DON'T LET BOTS TELL JOKES



## Summarizing ...

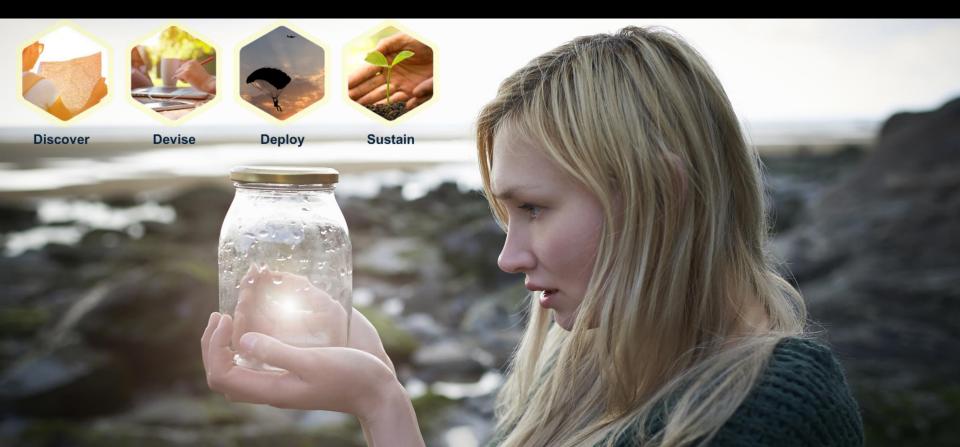
**Explain the** Make the **Provide** Tell & **Enable** algorithm confidence visualize the data feedback & Keep It used navigable participation **Unreal** metrics context story Whereof one cannot speak, thereof one must be silent – Ludwig Wittgenstein, philosopher



### Learnings from a Big Data Hothouse accelerator



## Applied Innovation Exchange: Al applied ...



## About Friending your Al and more...







