

z00m!

Team: Gryffindor



Master Project Class **Midterm Presentation**

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March, 22nd, 2011

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Agenda



1. The Challenge: Combining News with Locations
2. Creating a Game With a Purpose
3. z00m! - A Multiplayer GWAP
4. Conclusion
5. Q & A

Agenda



I. The Challenge: Combining News with Locations

2. Creating a Game With a Purpose

3. z00m! - A Multiplayer GWAP

4. Conclusion

5. Q & A

The Yahoo! Local Challenge



The Yahoo! Local Challenge



The Yahoo! Local Challenge



The Yahoo! Local Challenge



- Combining articles and geo-location
- Approaches
 - Data Mining Techniques
- Human Input



The Yahoo! Local Challenge



- Combining articles and geo-location
- Approaches
 - Data Mining Techniques
- **Human Input**

How can we get humans to
geo-tag articles?

Agenda



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Games With A Purpose



- Played on a Computer
 - Serve some **purpose**
 - Harness **human abilities**
 - **Entertain**
-
- Coined by **Lenore Blum** and
Luis von Ahn





Agenda

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Goal Behind the Scenes



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CCSF takes smart step to keeping students engaged

Thursday, February 10, 2011

MORE EDUCATION

- Advanced Placement: Calif. schools rate near top 02.10.11
- Retired cop honored for decade as teacher's aide 02.10.11
- Taylor Elementary a model in fight against obesity 02.09.11

Nearly 70 percent of degree-seeking students at California's community colleges drop out, according to a study from the Campaign for College Opportunity, a nonprofit think tank. That's one of the highest dropout rates in the nation.

Against this troubling backdrop, City College of San Francisco is attempting an intriguing experiment. Next fall it will offer priority registration to San Francisco high school graduates for math and English courses. Using a grant from the Gates Foundation, the college will expand the number of math and English courses to give about 1,000 freshmen access to these important core requirements. In a pilot program last year, the college had a 98 percent retention rate for freshmen who were allowed to register early. Those students were also more likely to take a full load of classes.

Goal Behind the Scenes



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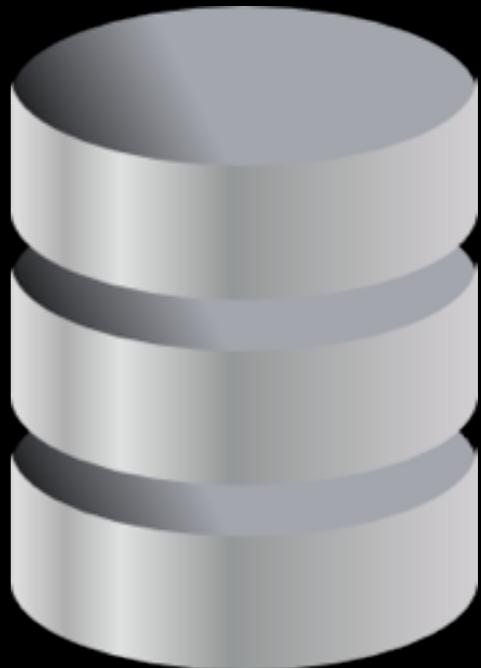
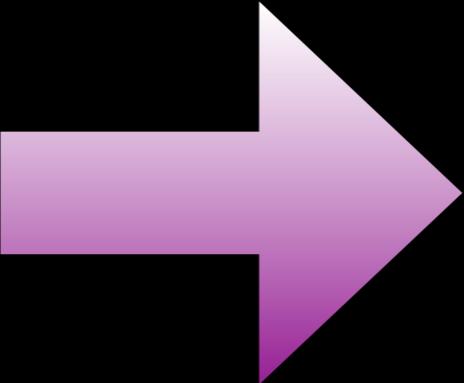
CCSF takes smart step to keeping students engaged

Thursday, February 10, 2011

Nearly 70 percent of degree-seeking students at [California's](#) community colleges drop out, according to a study from the Campaign for College Opportunity, a nonprofit think tank. That's one of the highest dropout rates in the nation.

4 Tweet
13 share

Against this troubling backdrop, [City College of San Francisco](#) is attempting an intriguing experiment. Next fall it will offer priority registration to [San Francisco](#) high school graduates for math and English courses. Using a grant from the [Gates Foundation](#), the college will expand the number of math and English courses to give about 1,000 freshmen access to these important core requirements. In a pilot program last year, the college had a 98 percent retention rate for freshmen who were allowed to register early. Those students were also more likely to take a full load of classes.



Database

Feeding location data into
Yahoo!'s database

z00m! - A Multiplayer GWAP



- 2 Player Game
- Goal: narrow down an article to a location as far as you can



z00m! - A Multiplayer GWAP



- 2 Player Game
- Goal: narrow down an article to a location as far as you can



A screenshot of a news article from SFGate.com. The headline reads "CCSF takes smart step to keeping students engaged". The article discusses dropout rates at community colleges and a pilot program at City College of San Francisco. It includes a sidebar with statistics about school choice and a quote from the Gates Foundation.

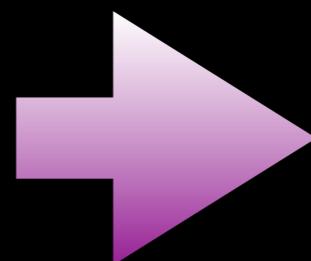
z00m! - A Multiplayer GWAP



- 2 Player Game
- Goal: narrow down an article to a location as far as you can



A screenshot of the SFGate website. The main headline reads "CCSF takes smart step to keeping students engaged". Below the headline, there is a paragraph of text and a smaller section titled "Against this troubling backdrop, City College of San Francisco is attempting an intriguing experiment. Next fall it will offer priority registration to San Francisco high school graduates for math and English courses. Using a grant from the Gates Foundation, the college will expand the number of math and English courses to give about 1,000 freshmen access to those important core requirements. In a pilot program last year, the college had a 98 percent retention rate for freshmen who were allowed to register early. Those students were also more likely to take a full load of classes."



z00m! - A Multiplayer GWAP



- 2 Player Game
- Goal: narrow down an article to a location as far as you can



A screenshot of the SFGate website. The main headline reads "CCSF takes smart step to keeping students engaged". Below the headline, there is a paragraph of text and a small image. A large pink arrow points from this image to the world map on the right.



Gameplay based on agreement

Narrowing Down Locations



Narrowing Down Locations



Country

Narrowing Down Locations



Country

State

Narrowing Down Locations



Country

State

Region

Narrowing Down Locations



Country

State

Region

City

Narrowing Down Locations



Country

State

Region

City

Neighbourhood

Narrowing Down Locations



Country

State

Region

City

Neighbourhood

+ Score

z00m! in Action



z00m! in Action



I. Pair up players

z00m! in Action



I. Pair up players

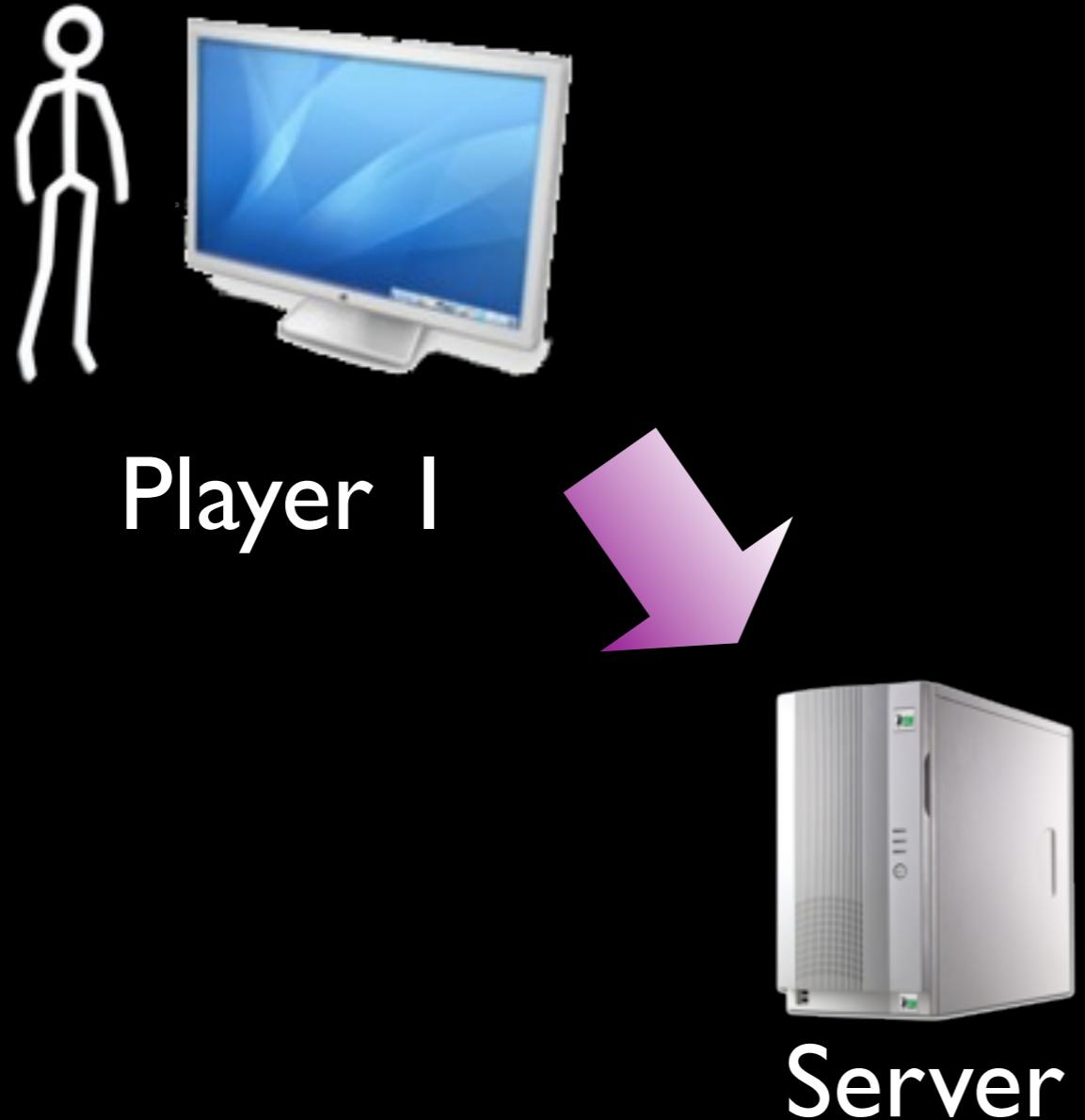


Player I

z00m! in Action



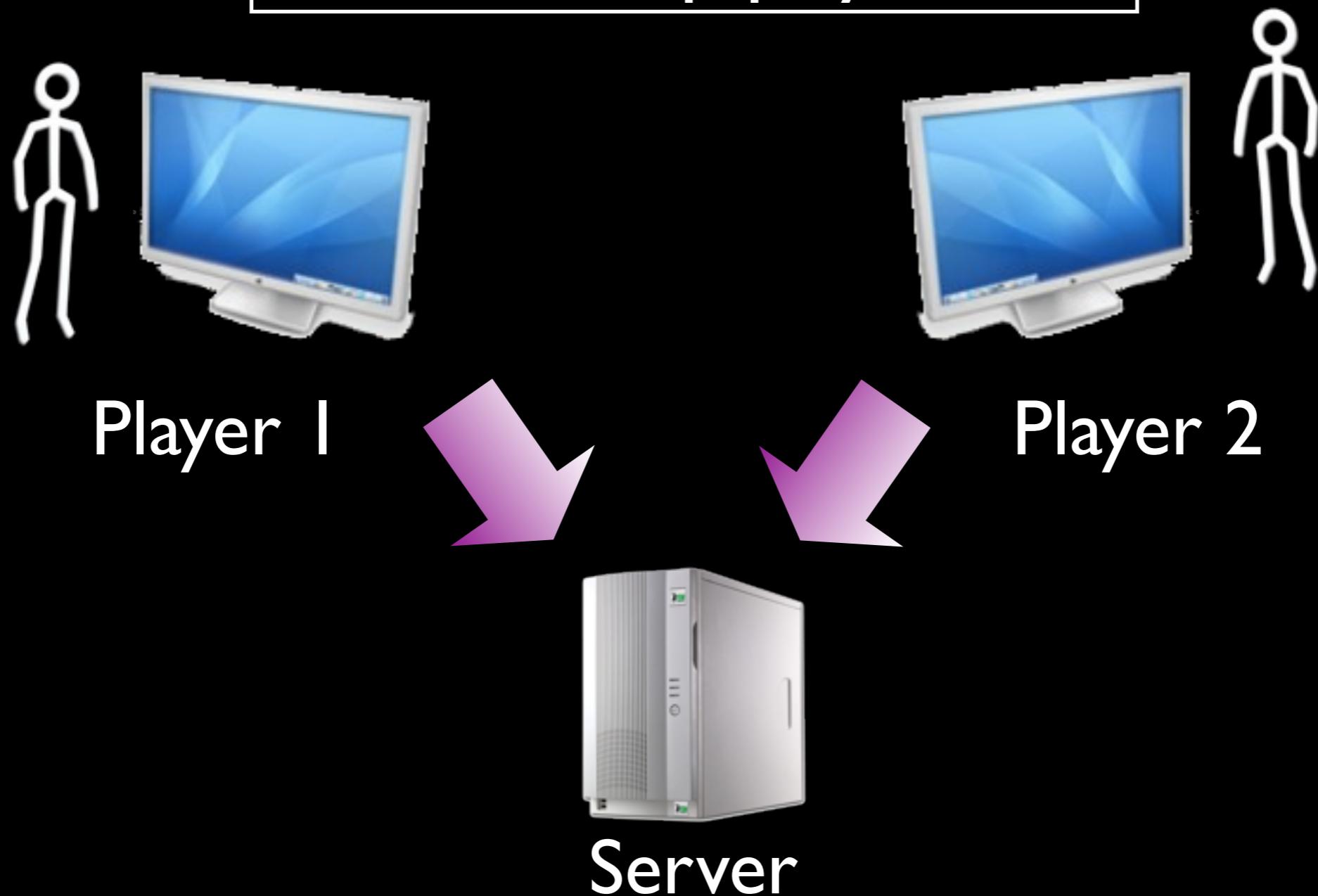
I. Pair up players



z00m! in Action



I. Pair up players



z00m! in Action



z00m! in Action



2. Start game

z00m! in Action



2. Start game

Article

The screenshot shows a news article from SFGate.com. The headline reads "CCSF takes smart step to keeping students engaged". The sub-headline states "Nearly 70 percent of degree-seeking students at California's community colleges drop out, according to a study from the Campaign for College Opportunity, a nonprofit think tank. That's one of the highest dropout rates in the nation." The article discusses a pilot program by City College of San Francisco to offer priority registration to high school seniors. The page includes a sidebar with education news and social sharing buttons for Twitter and Facebook.

z00m! in Action



2. Start game

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Thursday, February 10, 2011

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MORE EDUCATION

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- [Retired cop honored for decades as teacher's aide](#) 02.09.11
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Article



Tagcloud

z00m! in Action



2. Start game

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Article

Tagcloud



Location Map

z00m! in Action



2. Start game

3. Locate article

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Article

Tagcloud



Location Map

z00m! in Action



z00m! in Action

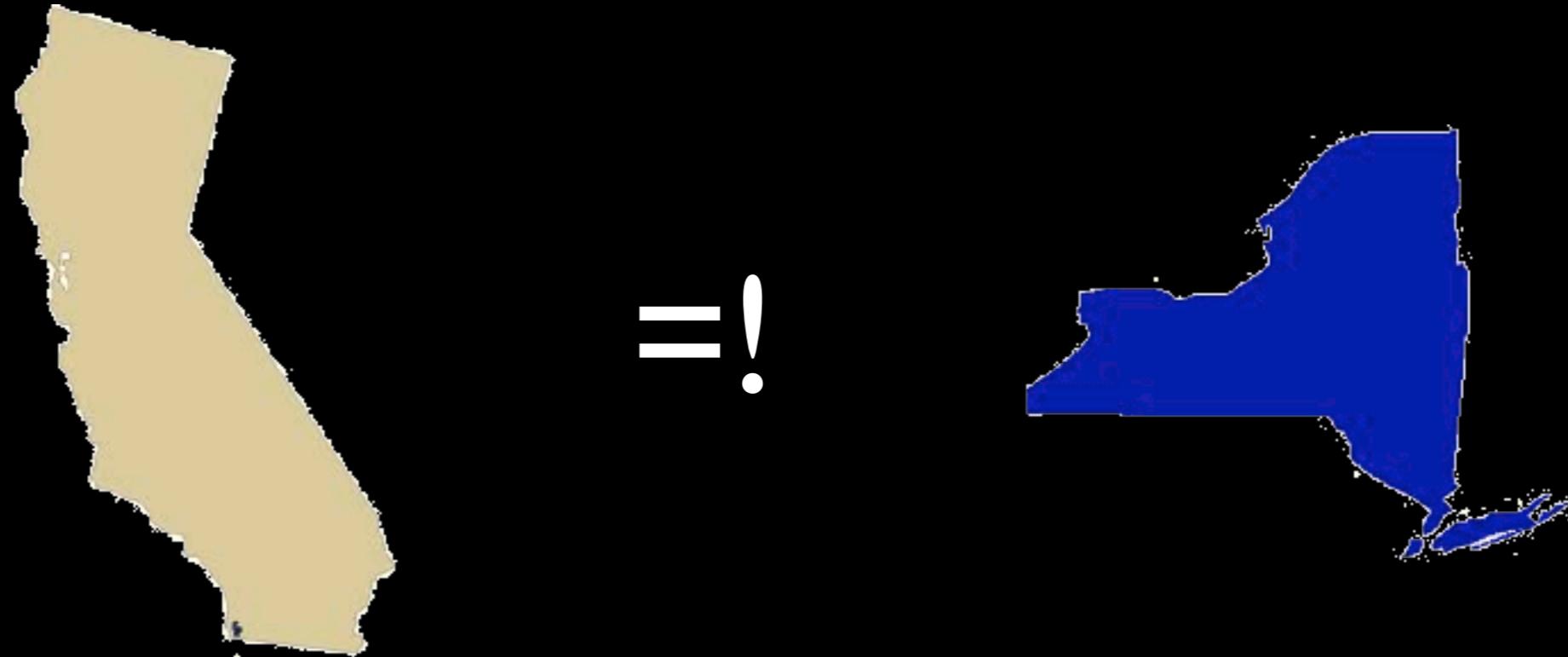


4. Compare choices

z00m! in Action



4. Compare choices



Disagreement >> New Article

z00m! in Action

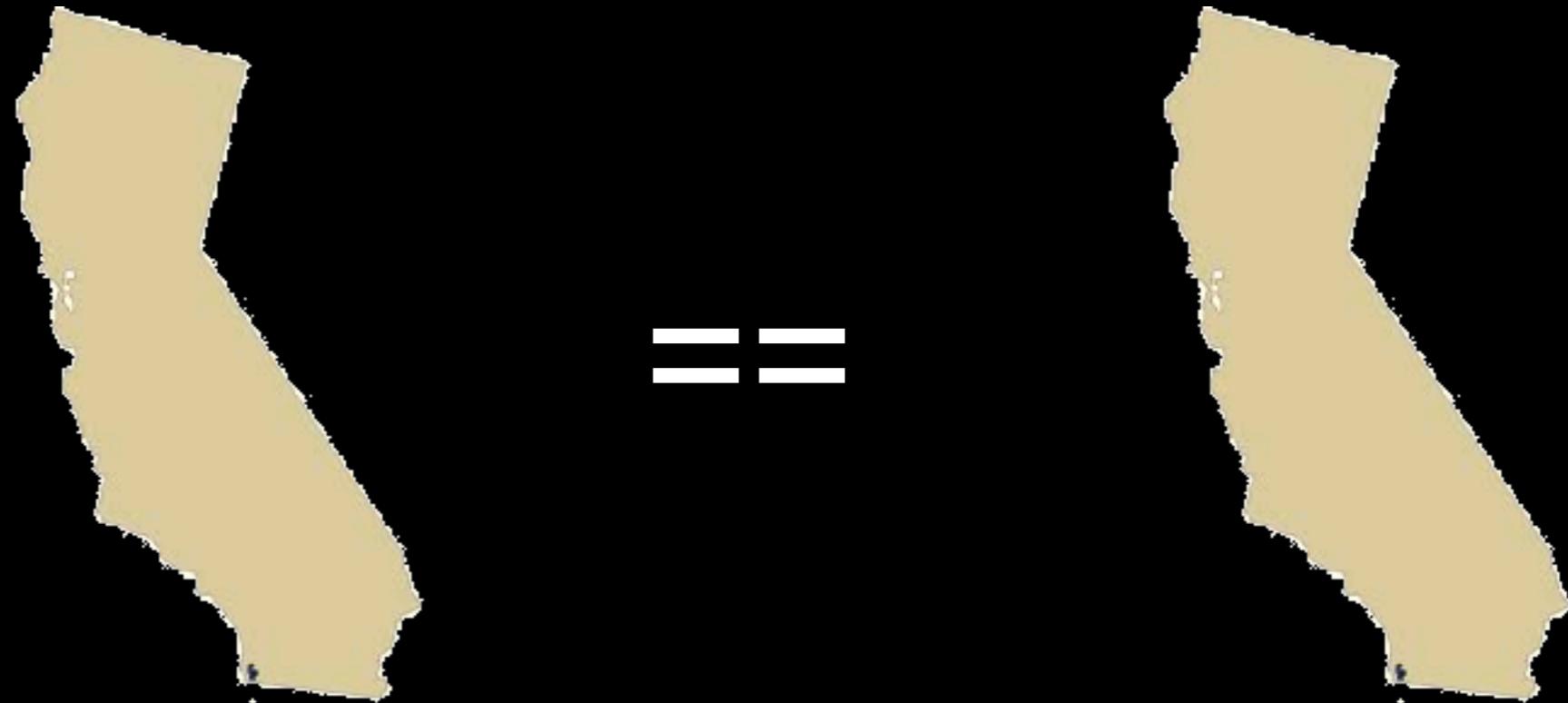


4. Compare choices

z00m! in Action



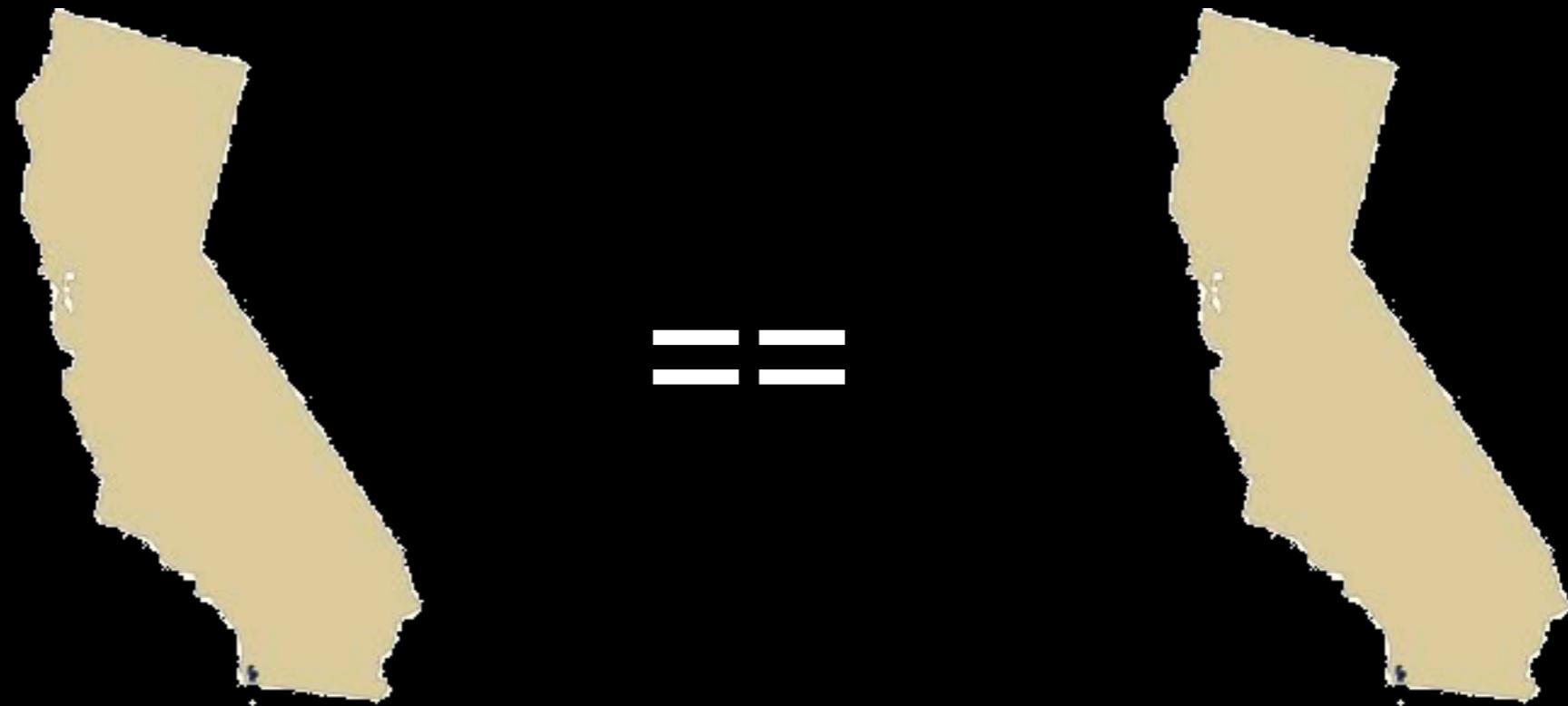
4. Compare choices



z00m! in Action



4. Compare choices



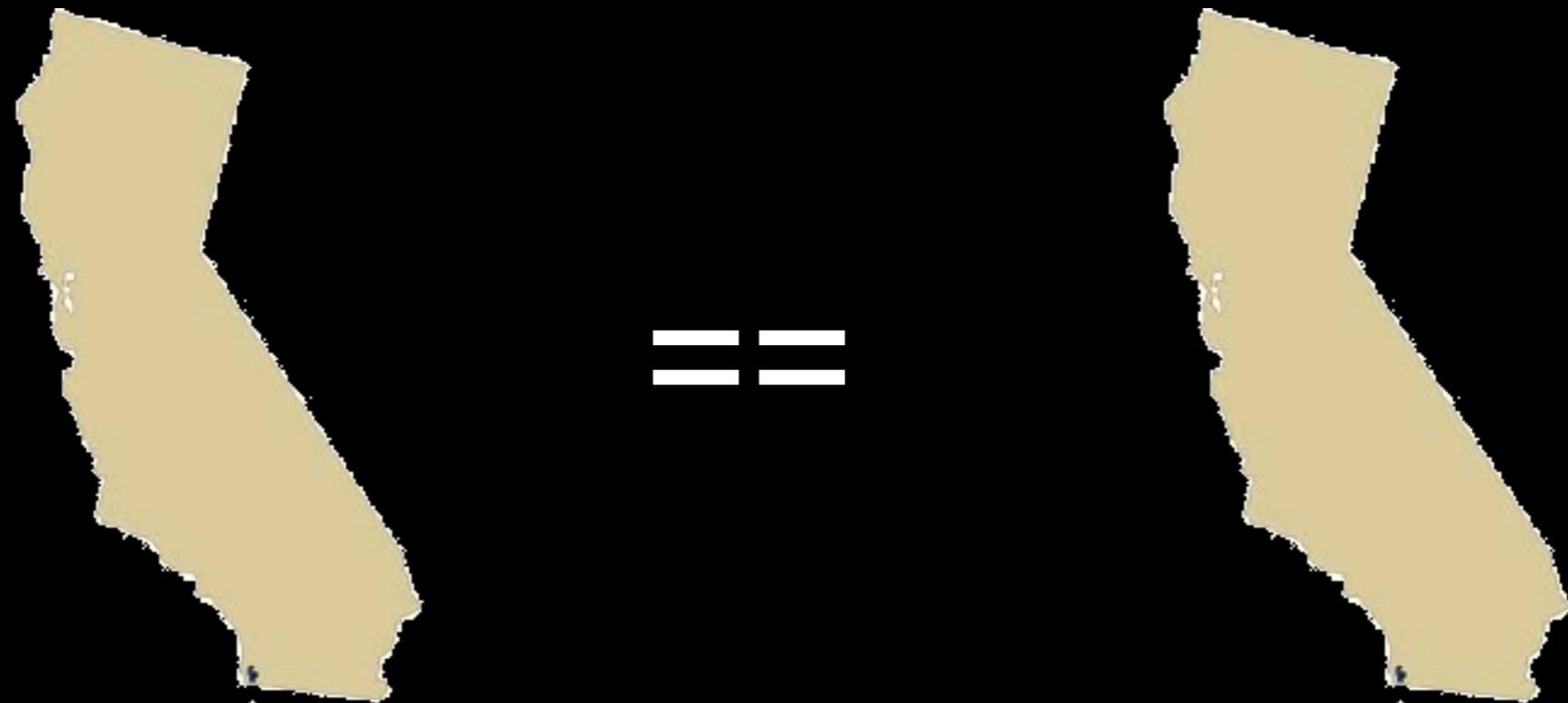
+ Score

Agreement >> Next Zoom Level

z00m! in Action



4. Compare choices



+ Score

>> Next Article

z00m! in Action



z00m! in Action



5. Game end

z00m! in Action



5. Game end



Score

==



Score

After Timeout (4min)

Live DEMO

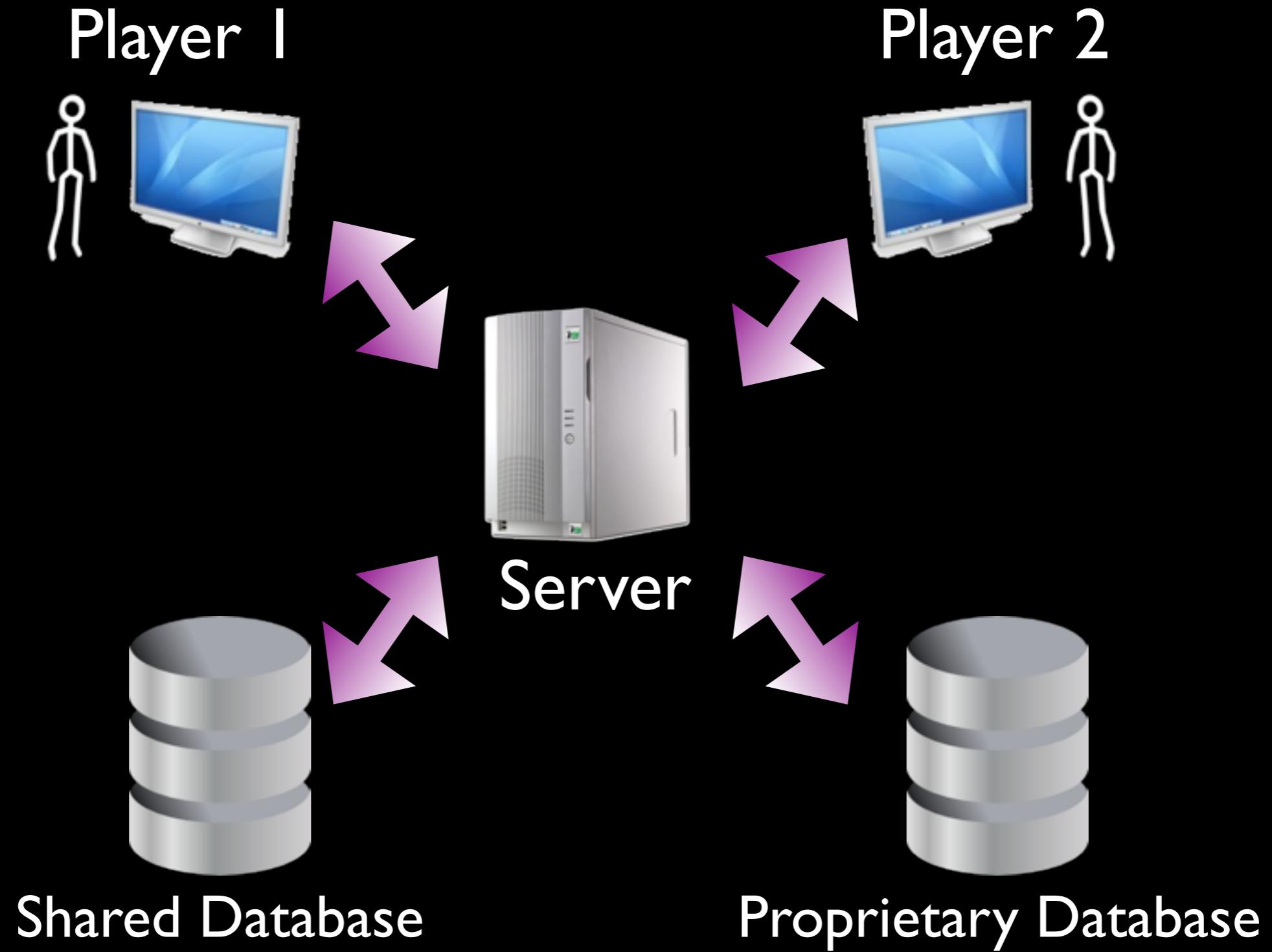


z00m - Prototype v0.1

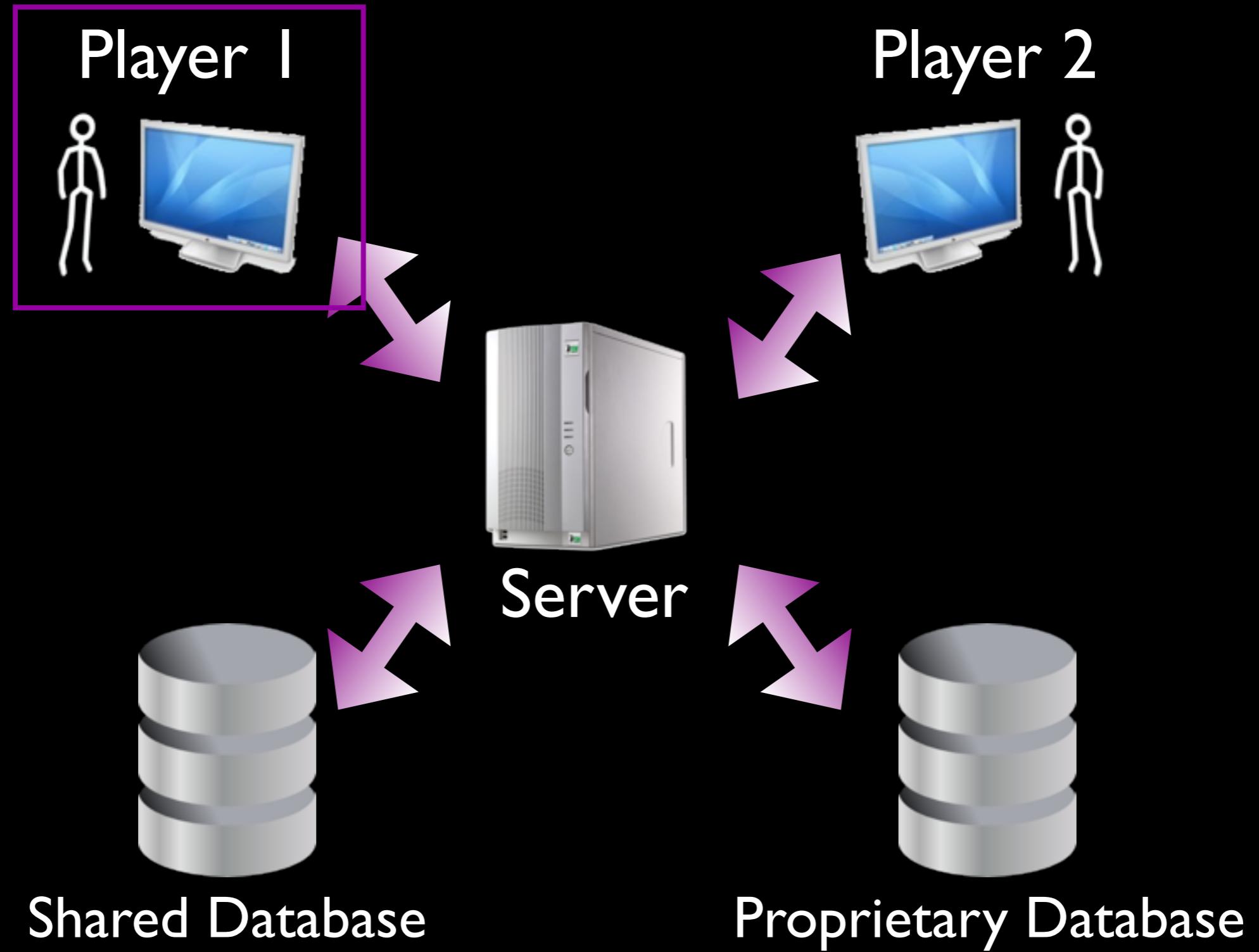
Hello Guest! | Log In | Register

Map Sat Hyb

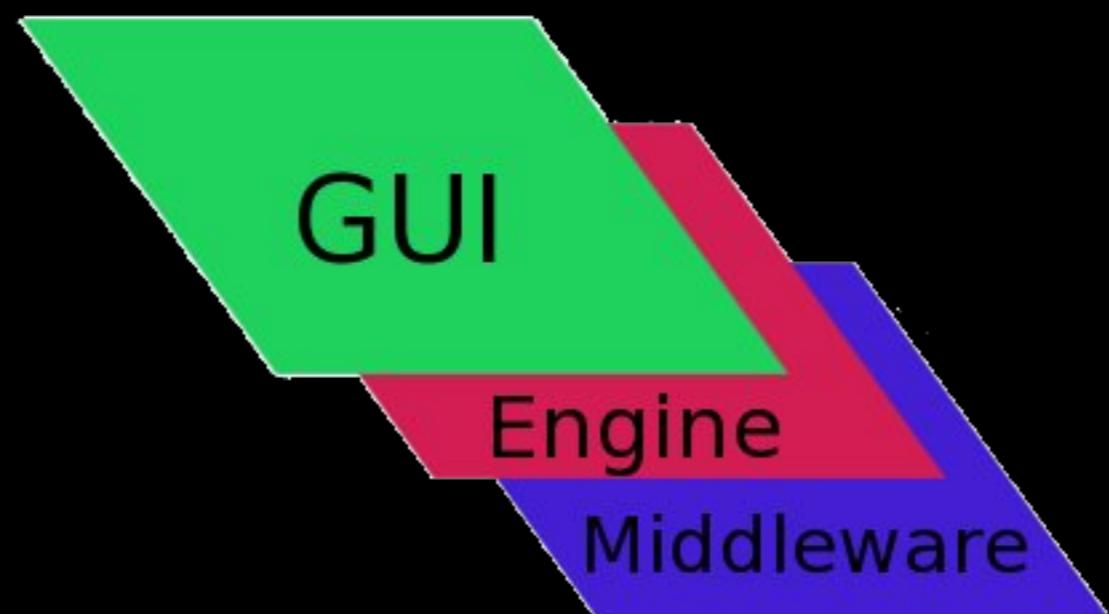
z00m! - Behind the Scenes



z00m! - Behind the Scenes



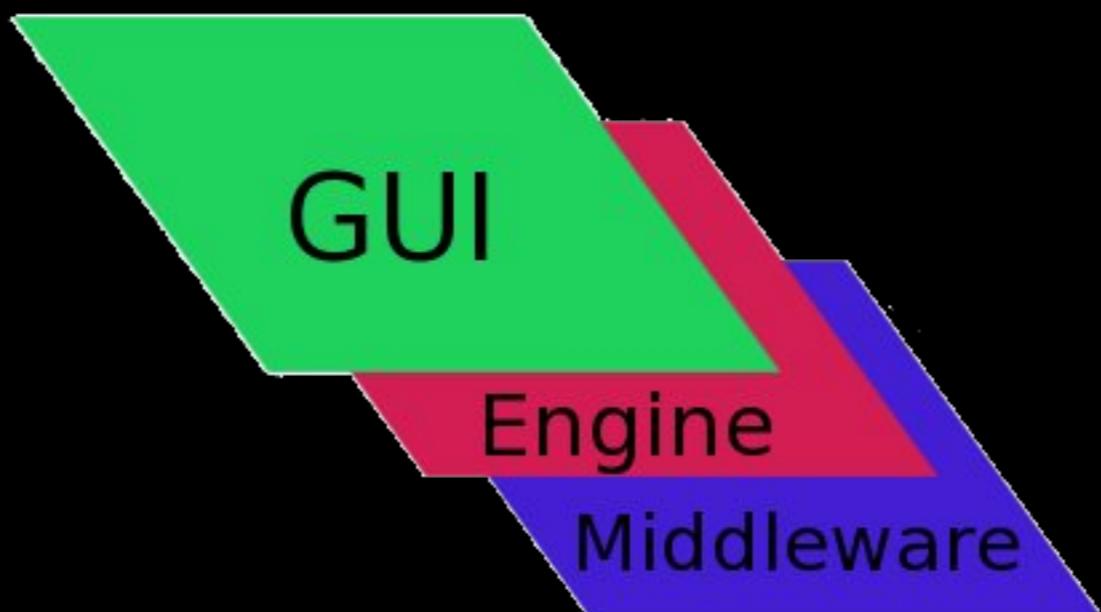
z00m! - Front-End



z00m! - Front-End



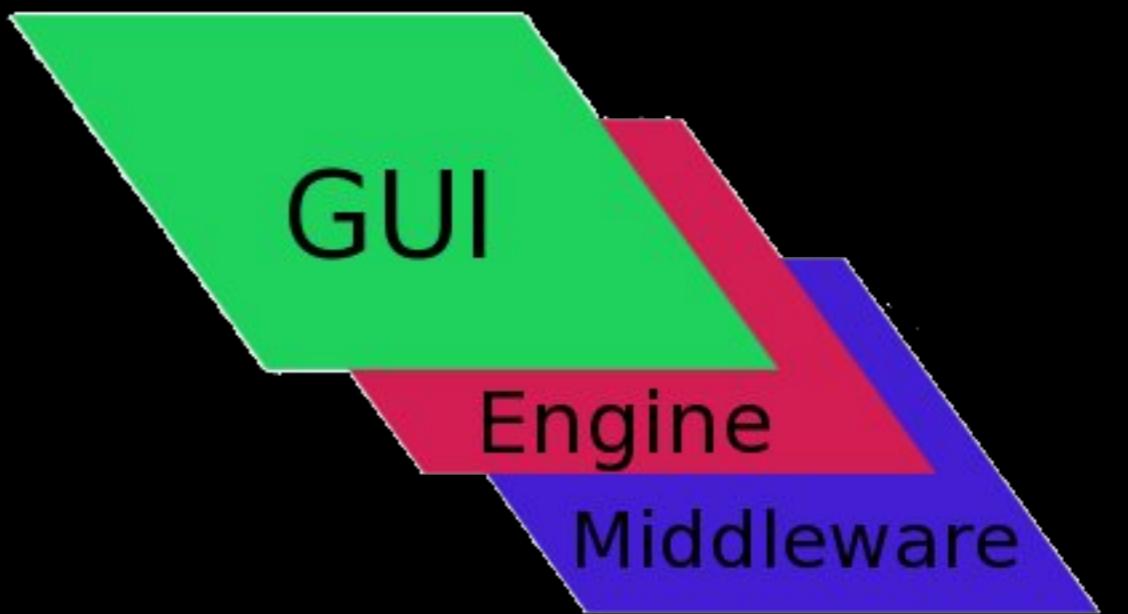
- HTML
- CSS



z00m! - Front-End



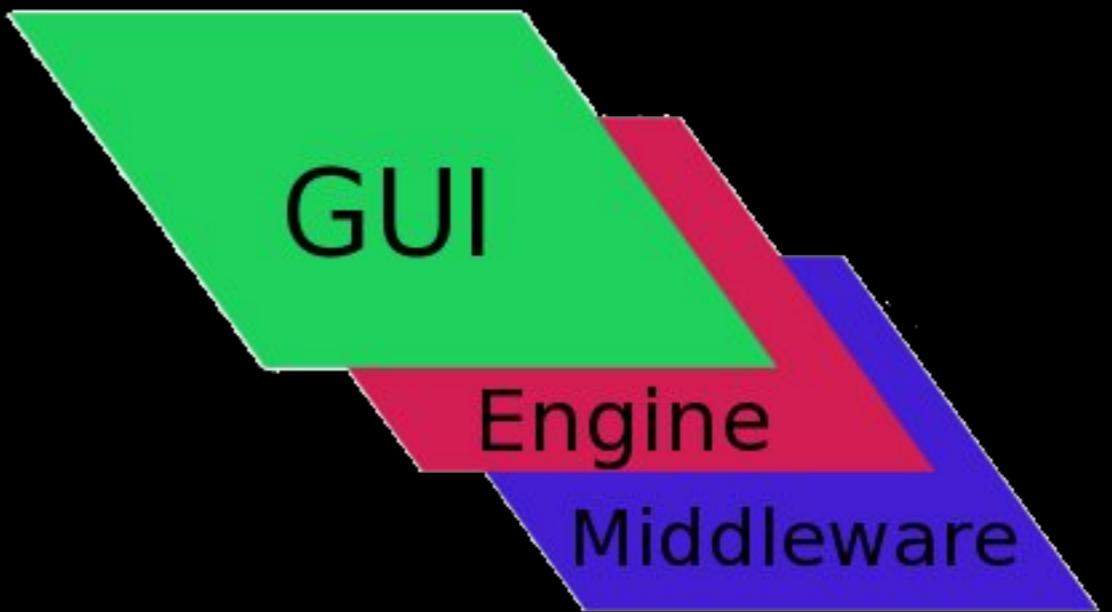
- HTML
- CSS



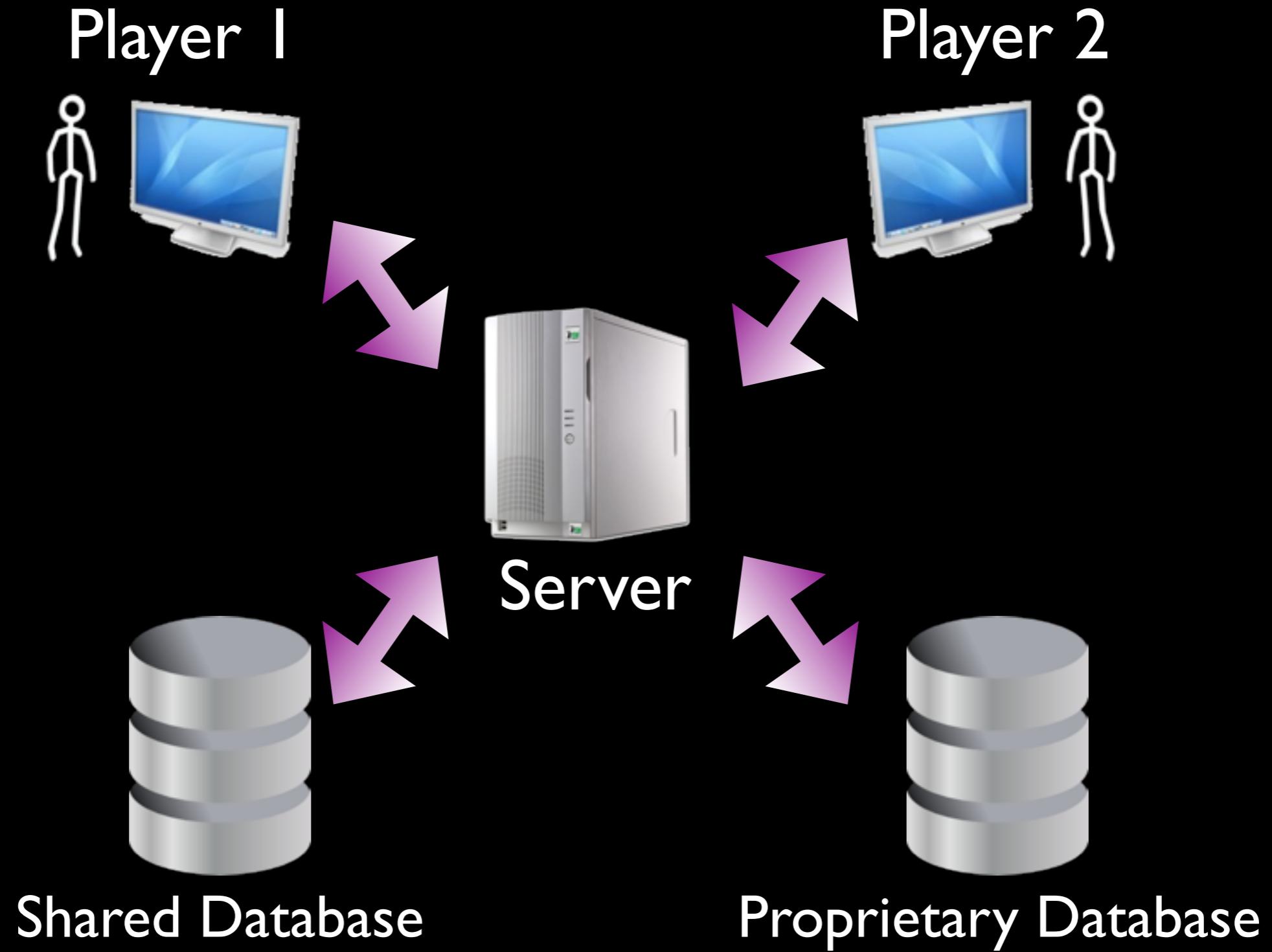
z00m! - Front-End



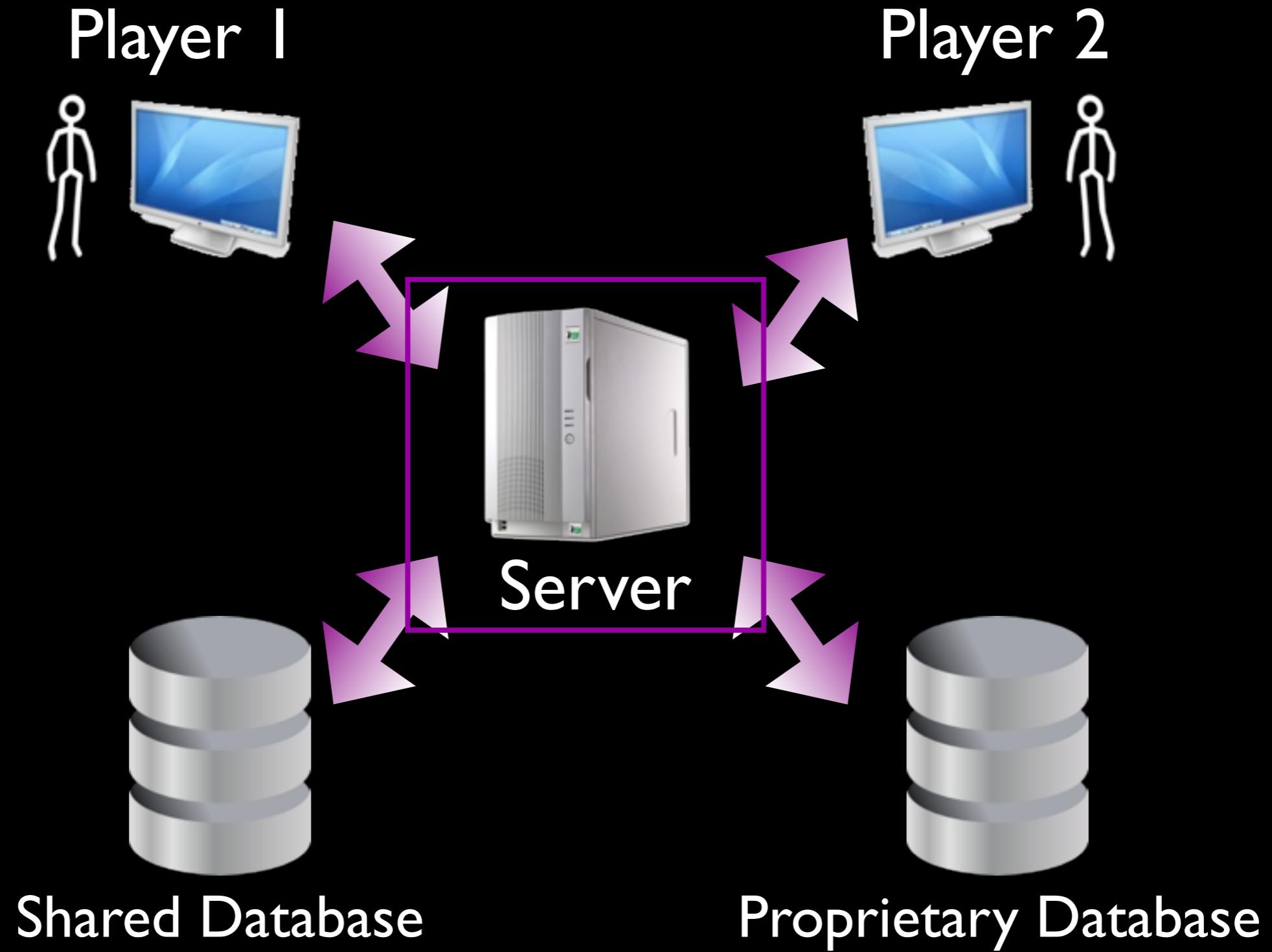
- Engine APIs
 - YUI3
 - Yahoo! Maps
 - **GEOPLANET**



z00m! - Behind the Scenes



z00m! - Behind the Scenes



z00m! - Back-End



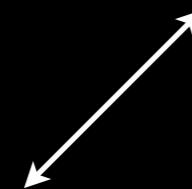
nodeJS

z00m! - Back-End

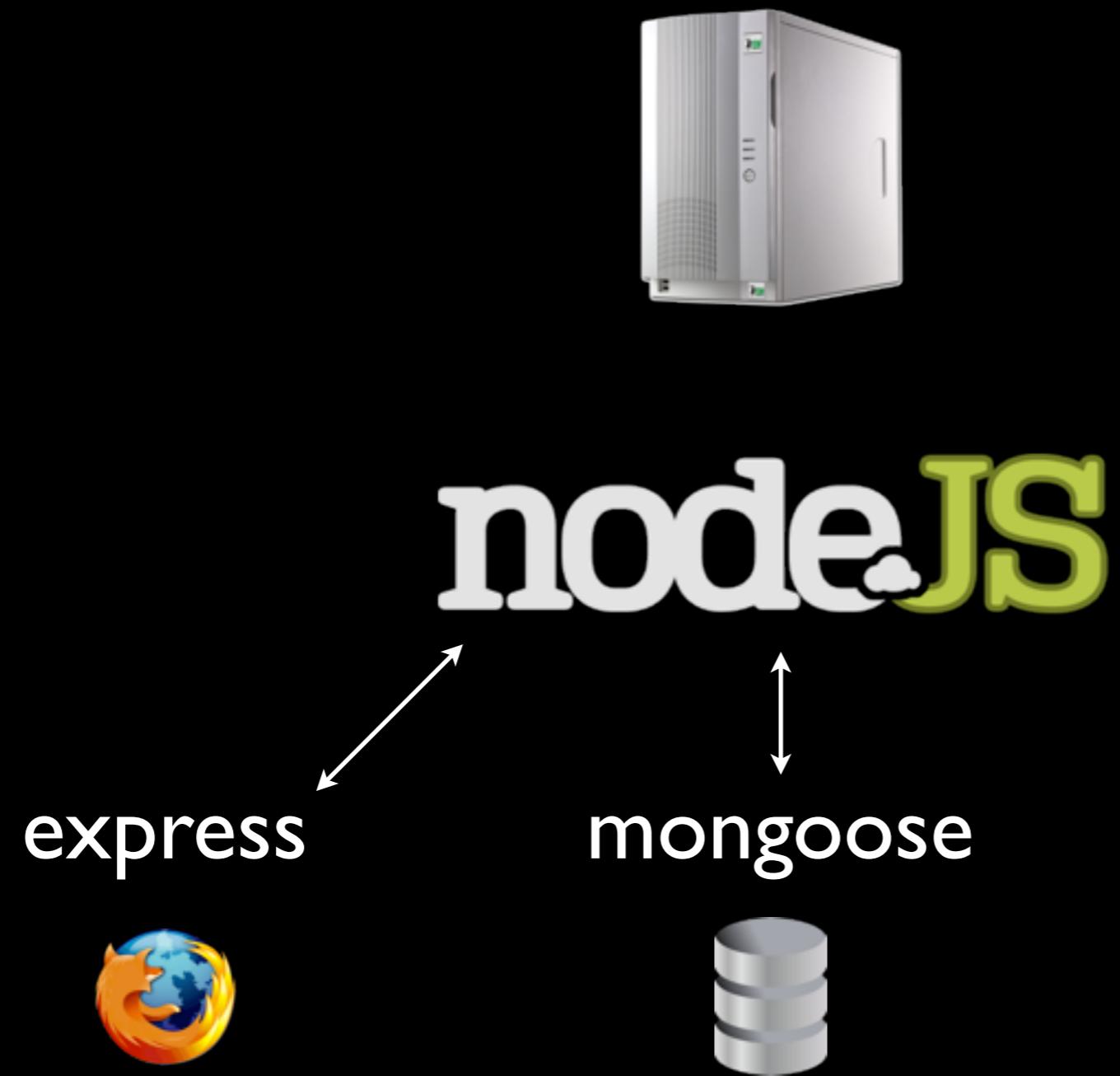


nodeJS

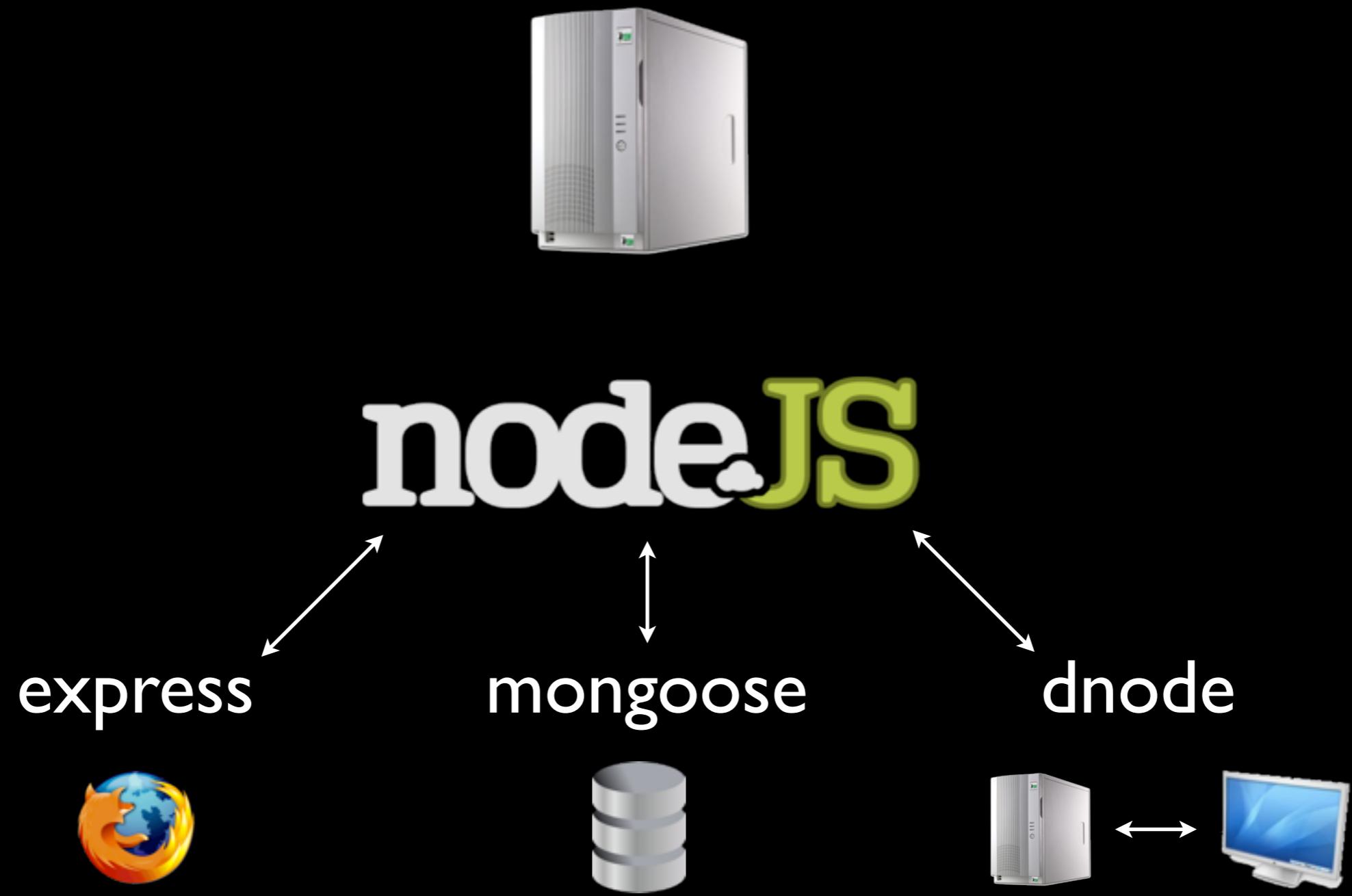
express



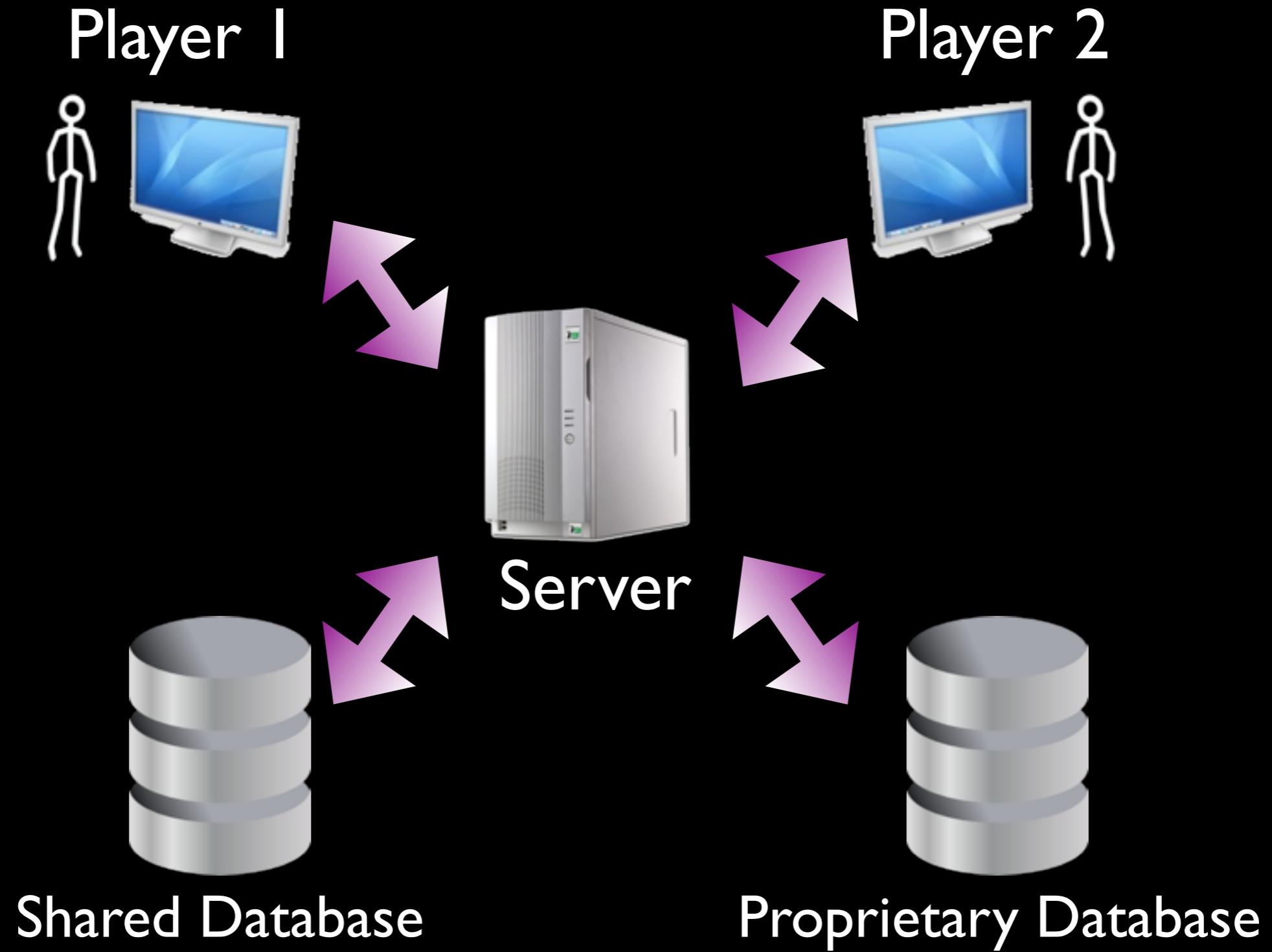
z00m! - Back-End



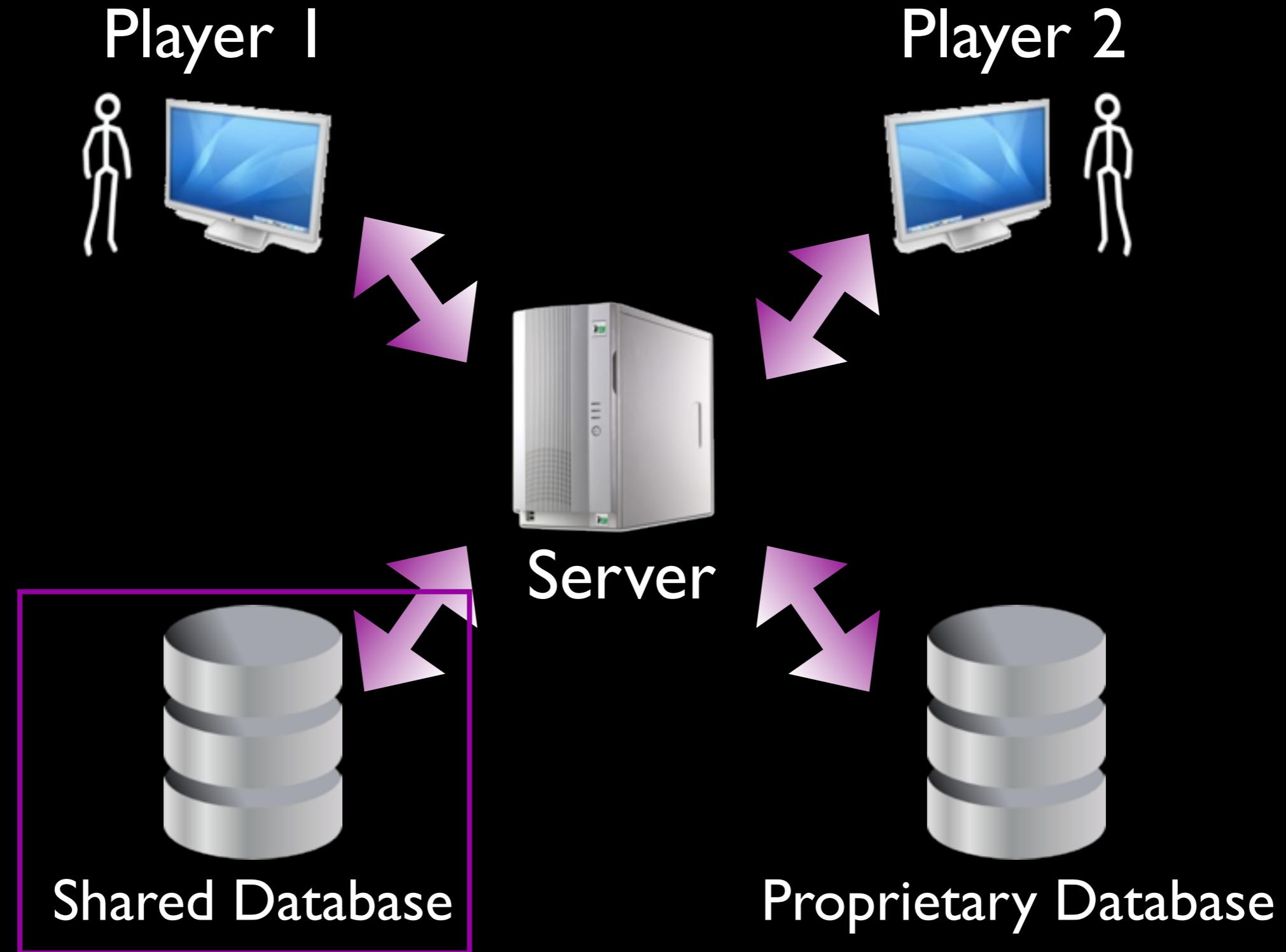
z00m! - Back-End



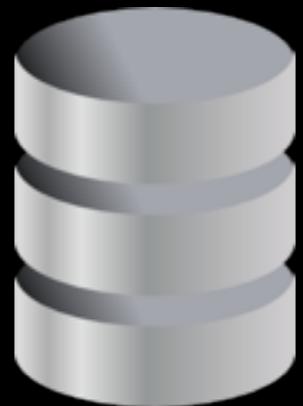
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z00m! - Behind the Scenes

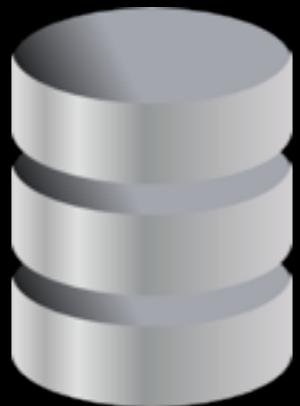


z00m! - Back-End



 mongoDB

z00m! - Back-End



1. Shared Database with Geo-tagger team
 2. Proprietary Database
-

Agenda



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Agenda

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Conclusion



Conclusion



- z00m! - a multiplayer GWAP



Conclusion



- z00m! - a multiplayer GWAP
- based on agreement



Conclusion



- z00m! - a multiplayer GWAP
- based on agreement
- connects articles with geo-location



Conclusion



Why does this work?



Conclusion



Why does this work?

- incentives to be accurate



Conclusion



Why does this work?

- incentives to be accurate
- spam-resistant



Conclusion



Why does this work?

- incentives to be accurate
- spam-resistant
- multiple location votes



Conclusion



Why does this work?

- incentives to be accurate
- spam-resistant
- multiple location votes
- uses pre-tagged articles
OR raw articles



Thanks!



Team Gryffindor

Tilman Dingler

Nabeeh Ghanem

Juliet C. Rubin