Crowd Source

**Crowdsource**, also known as Google Crowdsource, is a crowdsourcing platform developed by Google intended to improve a host of Google services through the user-facing training of different algorithms.

Crowdsource was released for Android on the Google Play store on August 29, 2016 and is also available on the web. Crowdsource includes a variety of short tasks users can complete to improve many of Google's different services. Such tasks include image label verification, sentiment evaluation, and translation validation. By completing these tasks, users provide Google with data to improve services such as Google Maps, Google Translate, and Android. As users complete tasks, they earn achievements including stats, badges, and certificates, which track their progress.

**Features**

Crowdsource includes different types of tasks, and these each provide Google with different information that it can give as training data to its machine learning algorithms In the app's description on Google Play, Google refers to these tasks as "microtasks" which should take "no more than 5-10 seconds" to complete.

**Tasks**

Upon launch, the Crowdsource Android application presents users with 5 different tasks: image transcription, handwriting recognition, translation, translation validation, and map translation validation. The most recent version of the app includes 7 tasks: translation, translation validation, maps translation validation, handwriting recognition, sentiment evaluation, landmarks, and image transcription.

**Translation and translation validation**

Translation related tasks (translation and translation validation) are only shown to users who have selected more than one language they are fluent in. While Maps Translation validation is no longer a task in the Crowdsource Android app, users can still complete translation and translation validation tasks. Translation presents the user with one of the languages they listed themselves as fluent in, and asks them to translate it into another language they are fluent in. Translation validation presents users with a list of translations submitted by other users, and asks them to categorize them as correct or incorrect. Both of these tasks help improve Google's translating capabilities, most notably in Google Translate, and any other Google app with translated content, including Google Maps.

**Image transcription**

Image transcription allows users to select a word from a list of topics, such as "Baseball", and then presents the user with a picture, asking the question "Can Baseball be one of the labels for this image?". Users can select "Yes", "No", or "Skip" if they are unsure. The data gained from this task is used to help read text within images for services like google Street view

**Handwriting recognition**

Handwriting recognition relies on users to read handwritten words and transcribe them to text. According to Google, completing this task helps improve Google Keyboard's handwriting feature.

**Sentiment evaluation**

Sentiment evaluation presents the user with various reviews and comments, and asks them to describe the statement as "positive", "neutral", or "negative".Alternatively, users can skip a question if they are unsure. These evaluations by the users of Crowdsource help with various recommendation-based technologies that Google uses on platforms like Google Maps, the Google Play Store, and youtube.

**Landmark identification**

This task asks users to confirm if a specific landmark is visible in pictures shown in the app. This task is designed to help ensure businesses and landmarks are recognizable in applications such as Google Maps. This task is now complete.

**Achievements**

Beyond the tasks that users can complete, the Crowdsource app has an "Achievements" section that shows users stats and badges which they earn through completing different tasks in Crowdsource.

**Stats**

When users contribute to Crowdsource by completing tasks, Crowdsource tracks their total number of contributions, as well as metrics like "upvotes" which show how many of a user's answers are "in agreement with answers from the Crowdsource community," and "accuracy" which shows what percentage of the user's answers have been accepted as correct.

**Badges**

As users complete tasks, they also receive badges. There are badges for each type of task, which track progress along that particular task (such as translation validation), as well as badges for other milestones, like completing a task while offline or completing a task given through a push notification.

**Platforms**

Crowdsource is also available as a web application. It offers many of the same tasks, such as image transcription, translation, and translation validation, and includes a page for users to view their achievements, much like the Android application. Unlike the Android version, the Crowdsource website includes a task for validation image captions, but does not have the handwriting recognition, sentiment evaluation, and image capture tasks available. The Crowdsource website also hosts a "Picture Quest Game", where two users see 2 pictures, only one of which is shared between the two users. The two players must communicate, asking each other questions about the image to determine which image is "shared" between them.