Pick-A-Crowd:
Tell Me What You Like,
and I'll Tell You What to Do

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Crowdsourcing

- Outsource micro-tasks to the crowd to help you algos
- State-of-the-art
  - Amazon Mturk: Place your task on the market
  - Completed on FCFS basis
  - Pro: fast and cheap!
  - Con: the worker is random (which may be fine!)
- The requesters do not know the workers :(

Pick-A-Crowd

- Model workers based on their Facebook profiles
- *Push* tasks to workers instead of letting workers *pull* them
- Pro: you can pick the best worker for it
- Con: it may get slow (or expensive)

When to Pick-a-Crowd?

- No, when you need to tag the sun in images

- Yes, when you have questions on cricket

- … or in general for any task that require some background knowledge

How does it look like?

Launching soon on…

openturk.com