We started with Machine learning and measurement scenario needs

Developed Universal Human Relevance Platform (UHRS)

Currently—“Crowdsourcing is an ART”
Business needs

• Unprecedented growth of business need for **timely, repeated, higher quality, and high volume** human generated data:

  • Machine learning data generation
  • Measurement
  • Classification/Categorization
  • Data verification and correction
  • Speech collection
  • Survey
  • Natural language data collection
  • Documentation A/B testing

• Need for **experiment agility, cost effective options, and best practices**
Crowdsourcing explained

Required features
- Marketplace
- Judge qualification
- Spammer detection
- Guideline training
- Task preview
- Payment
- Reporting
- Required guideline workflow
- Higher security
- Judge communication
- Search
etc...

Dedicated Resources

Cloud
Challenges and opportunities

**Spam and quality**
- Task design research
- Spam/Bad worker detection
- Features to increase data quality
- Result reliability
- Work assign algorithms

**Billing, fairness and engagement**
- Fine-grained worker payment control
- spam and credit
- Marketplace fairness
- Engagement and throughput
- Simplifying Purchase Order process
- Vendor invoice challenges

**Fundamentals**
- Performance and scalability of platform
- Operational challenges
- Scalability: UX overload
- Reporting
- Security and privacy
- Legal issues

**Onboarding costs**
- Market onboarding
- Scalability of crowd
- Work starvation
- Predicting task success
- HitApp creation
- Best practice usage
Thoughts...

• Crowdsourcing is not new.

• Time is right ..... it is just beginning

• Lots of use cases and lots of research needs to bring it mainstream

• Join to contribute!
Final thoughts

• I dream that...

• *Anything you can outsourced can be Crowdsourced!*  

• Everyone can benefit directly or indirectly from use cases – they just don’t know yet.

• Thank you!