Intro

• Name: Rajesh Patel
• Company: Microsoft (Bing)

• Working on platforms and services to enable Machine Learning, big data scenarios easy
• Doing research and development in Crowdsourcing/Cloudsourcing
  • Delivered Enterprise Crowdsourcing Platform, business models and processes
• Passion:
  • Help enable engineers do their job 10x efficient through building platforms and services
  • Human task creation, compilation, execution at scale, real-time HCOMP
• Dream: “Anything that can be outsourced can be Cloudsourced!”
Our Business need

Repeated, higher quality, and high volume human generated data in \textit{timely} manner:

- Some examples:
  - Machine learning – measurement and training needs
  - Classification/Categorization
  - Data verification and correction
  - Speech collection
  - Survey
  - Natural language data collection
  - Documentation A/B testing

Need for higher \texttt{experiment} \texttt{agility, cost effective options}
Learning – few nuggets

Workers
- Trust
- Association
- Fairness
- Worthless wondering

Requester
- Trust
- Task design is an ART
- Task owners want to focus on use of labels and have data collection as someone else’s problem

Platform
- Worker quality, Trust
- Market place dynamics
- Performance and scalability of platform
- Security and privacy of workers
- Payment fairness
Circle of Trust

Worker
- Profile correctness
- Reliable results
- Privacy, NDA
- Reputation

Task owner
- Payment
- Privacy
- Reputation

Platform
- Fairness for workers and requesters
- Reputation

Trust
Worthless wandering

- Multiple options
- No roadmap
- No way out
- Random actions
- Exhaust energy in many tries
- Give up

Need: Stickiness, long duration, quality, follow task guideline
Total judgment time per day for sample judges. Different colors represent judgments for different Tasks.
Marketplace dynamics

# Tasks
- Task starvation
- Price
- Enterprise marketplace is different

# Workers
- Active workers matters
- Less earning potential per worker
- Quality
Future

• There are 7 Billion + people in the world
  We have tremendous opportunity to tap into these massively growing well connected distributed resources in the cloud (aka Cloud resources)

• Opportunity to match people skill with task at massive scale
  – Help people earn without employment

• World with ability to assign and complete the work from comfort of your home!
Thoughts...

• Fill the gap between Cloudwork and physical world
• Go Beyond Microtasks!
• Anything that can be outsourced can be Cloudsourced!
• Join to contribute!
  • Email me if you have any questions: rajeshpa@microsoft.com
  • Thank you!