

**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?

## My customized list of batches:

| Batch description                                | Challenge   | Number of tasks     | Reward         |
|--|---|---------------------|----------------|
| <a href="#">Football players identifications</a> |  Recommend 5 | <b>Completed</b>    | <b>\$0.25</b>  |
| <a href="#">What movie is this scene from?</a>   |  Recommend 9 | <b>31 available</b> | <b>\$0.25</b>  |
| <a href="#">Comics, mangas and characters</a>    |  Recommend 5 | <b>41 available</b> | <b>For Fun</b> |

## List of all batches:

| Batch description                           | Challenge   | Number of tasks     | Reward        |
|---|---|---------------------|---------------|
| <a href="#">Actors identification</a>       |  Recommend 8 | <b>40 available</b> | <b>\$0.25</b> |
| <a href="#">Music bands identification</a>  |  Recommend 4 | <b>31 available</b> | <b>\$0.25</b> |
| <a href="#">Book authors identification</a> |  Recommend 5 | <b>48 available</b> | <b>\$0.25</b> |
| <a href="#">Cricket questions.</a>          |  Recommend 8 | <b>11 available</b> | <b>\$0.25</b> |

Launching soon on...

[openturk.com](https://openturk.com)