



Rajesh Patel

rajeshpa@microsoft.com

Microsoft



Human Generated Content

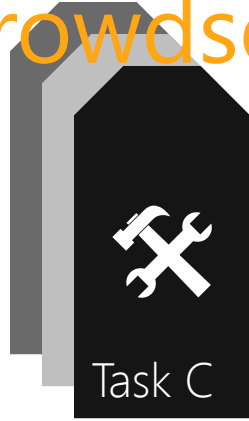


- We started with Machine learning and measurement scenario needs
- Developed Universal Human Relevance Platform (UHRS)
- Currently– ***“Crowdsourcing is an ART”***

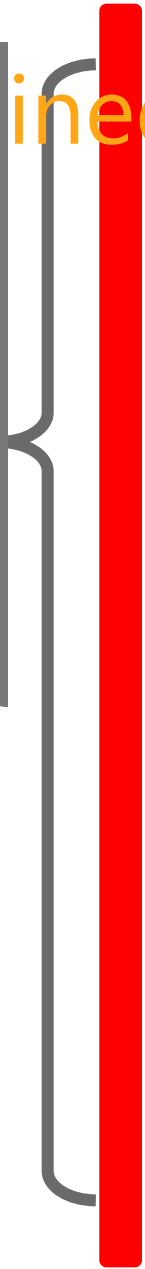
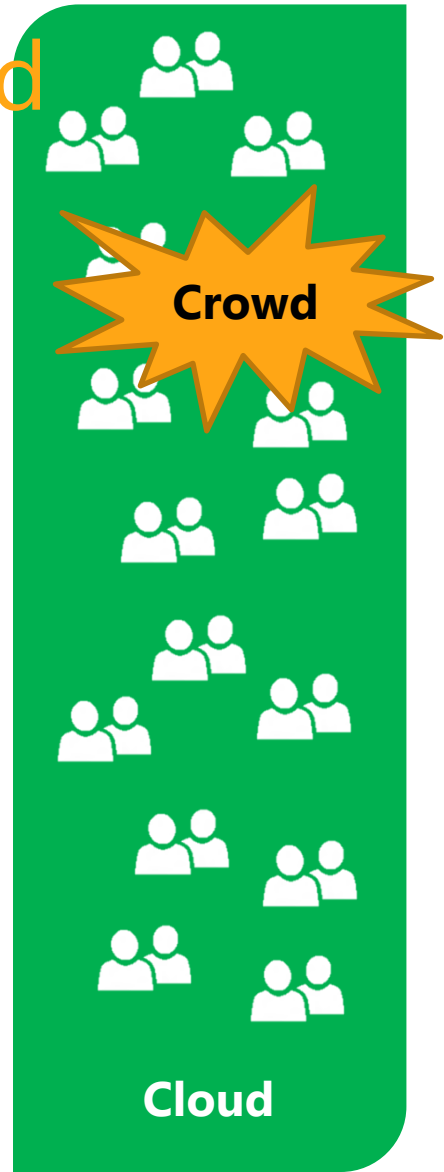
Business needs

- 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



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



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 !**