



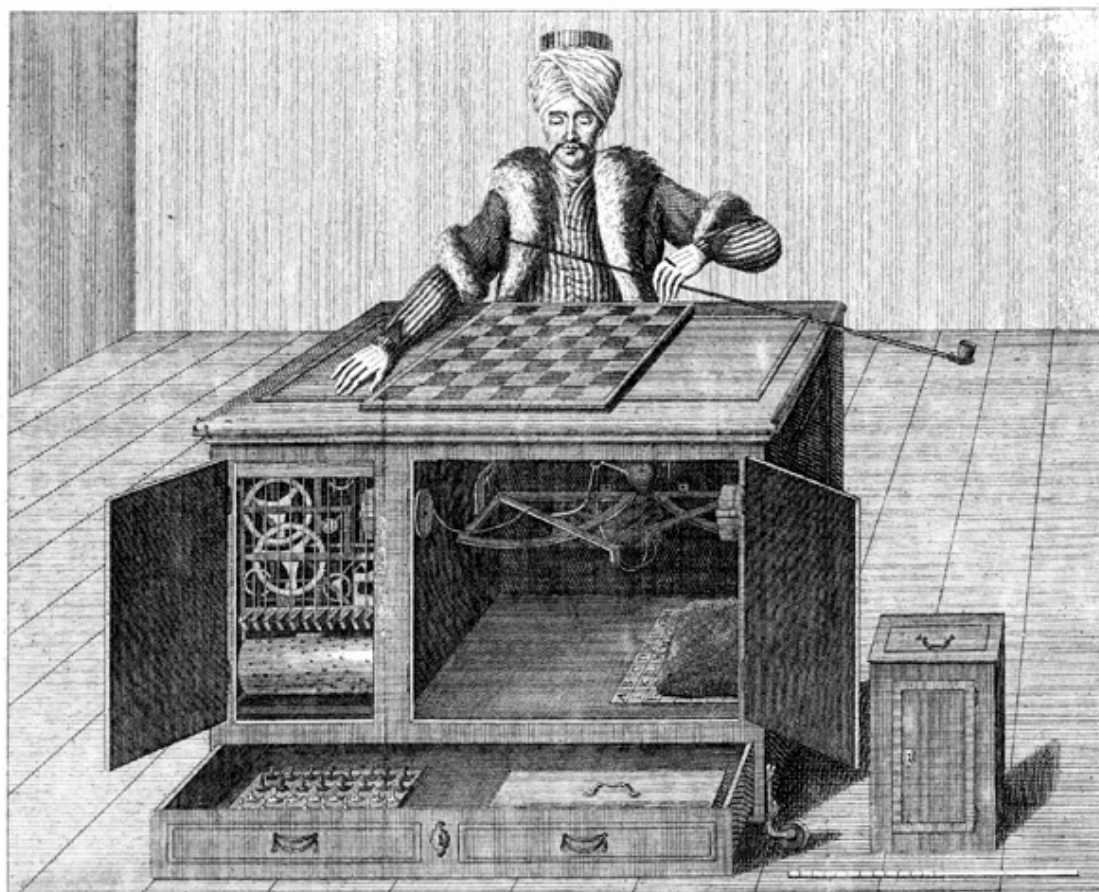
# *Creativity and Crowdsourced Design*

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# What is Crowdsourcing?

Creativity and Crowdsourced Design 21 January 2011  
Design

**amazon**mechanical turk  
beta Artificial Intelligence



W. de Kempelen del.

Ch. a Mchcl. escud. Basilea.

P. G. Patz, sc.

Der Schachspieler, wie er vor dem Spiele gezeiget wird, von vorne. Le Joueur d'Échecs, tel qu'on le montre avant le jeu, par devant.

# Requesters

**Fund your  
account**



**Load your  
tasks**



**Get  
results**



# Workers

**Find an  
interesting task**



**Work**



**Earn  
money**



# Common HITs

- Usually open problems in AI, but tasks that humans are naturally good at
  - Labeling images
  - Transcribing audio
- 90% of HITs pay  $< \$0.10$



# Crowd Motivations



# Issues with Mechanical Turk

- Communication channels sparse to non-existent
- No easy way to structure more complex tasks or workflows



# Mechanical Turk Quality

- Quality assurance for simple tasks
- Doesn't work well for creative or open-ended tasks

# CrowdStorm

Thanks for accepting this task!

We need you to generate ideas for an advertisement for Ambidextrous, a student-run journal of design.

Your task is to come up with "catchphrases" to be placed under the image to the right. An example catchphrase is "A journal dedicated to understanding how design affects our world."

Your job will be to generate three different preliminary catchphrases, then one final catchphrase that will be tested in an ad campaign.

[Link to Ambidextrous Magazine.](#)

Ok, I'm ready

## Ambidextrous



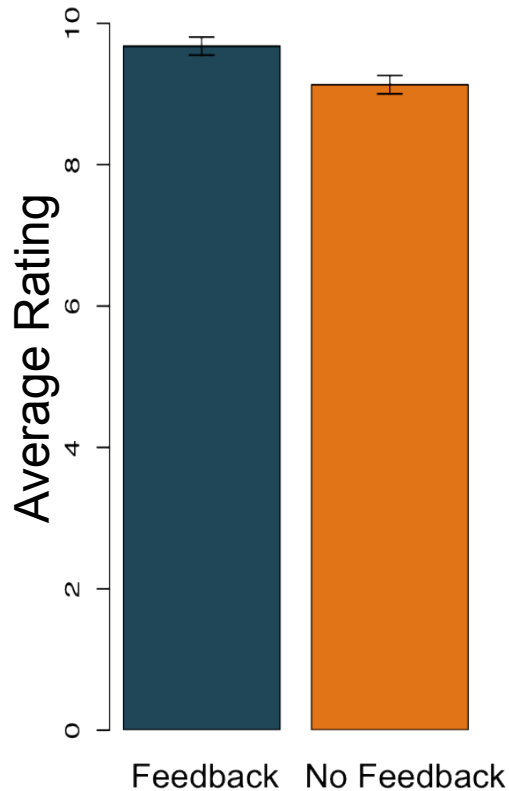
A journal dedicated to understanding how design affects our world.

John Smith likes this ad.

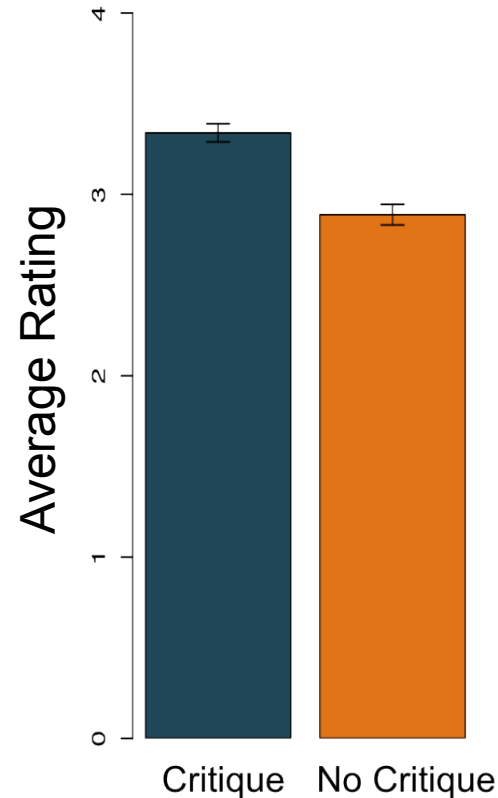
Like

# Results from CrowdStorm

## Accept/Reject



## Critique/No Critique



# Turkers' Thoughts on CrowdStorm

*"The critique caused me to branch out to a different concept from the initial 'sketch'. From there, I tried to maximize the effectiveness of my ad."*

*"Well their criticism was very constructive. It helped me come up with improvised concepts."*

*"This was very enjoyable. Thanks for letting me participate."*

*"They motivated me and showed me what is needed and whats missing it to be more effective ad".*

*"It was interesting."*

*"The critiques could be a little more varied."*

*"They helped me to further understand what the company is looking for. They also served as a guide and helped to gauge my thoughts"*

*"This was fun!"*

*"For a few of the suggestions, I either ignored the advice and continued to do my own thing. For the rest, I did allow the critique to help me shape the next idea."*

# Shepherd

- Infrastructure for managing and providing feedback to crowd workers
- Components
  - Real-time task visualizer
  - Feedback forms
  - Task templates and feedback templates\*
  - Workforce management tools\*

\*in development

# Evaluating Shepherd's Effectiveness

- Choose a task domain that fulfills the following:
  - Relevant to the crowdsourcing community
  - Open-ended solutions, but feedback can have a significant impact
  - Objectively measureable results
- Ad design and product reviews

# What's Next?

- Field deployment
- Understanding of how requesters and workers interact with each other through system
- Worker apprentice system
- User studies?



# Questions

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