

Welcome!

Session 3: Monday, 1:30 – 2:30pm

- Who participates in crowdsourcing and why?

Review your speed-dating notes

- What groups of loved, hated aspects emerge?

Who contributes and why?

Who participates in crowdsourcing?

- People who are passionate about your subject / people who like doing the task you're offering
- Super-volunteers and lots of other people
- Amateurs, professionals, 'pro-ams'
- People who can't volunteer in regular hours or at your venues

Your Paintings Tagger

- 80% visit art galleries every few months
- 28% work or volunteer in the arts or museums
- 55% over 55 years old
- 79% educated to degree level or above
- 70% female

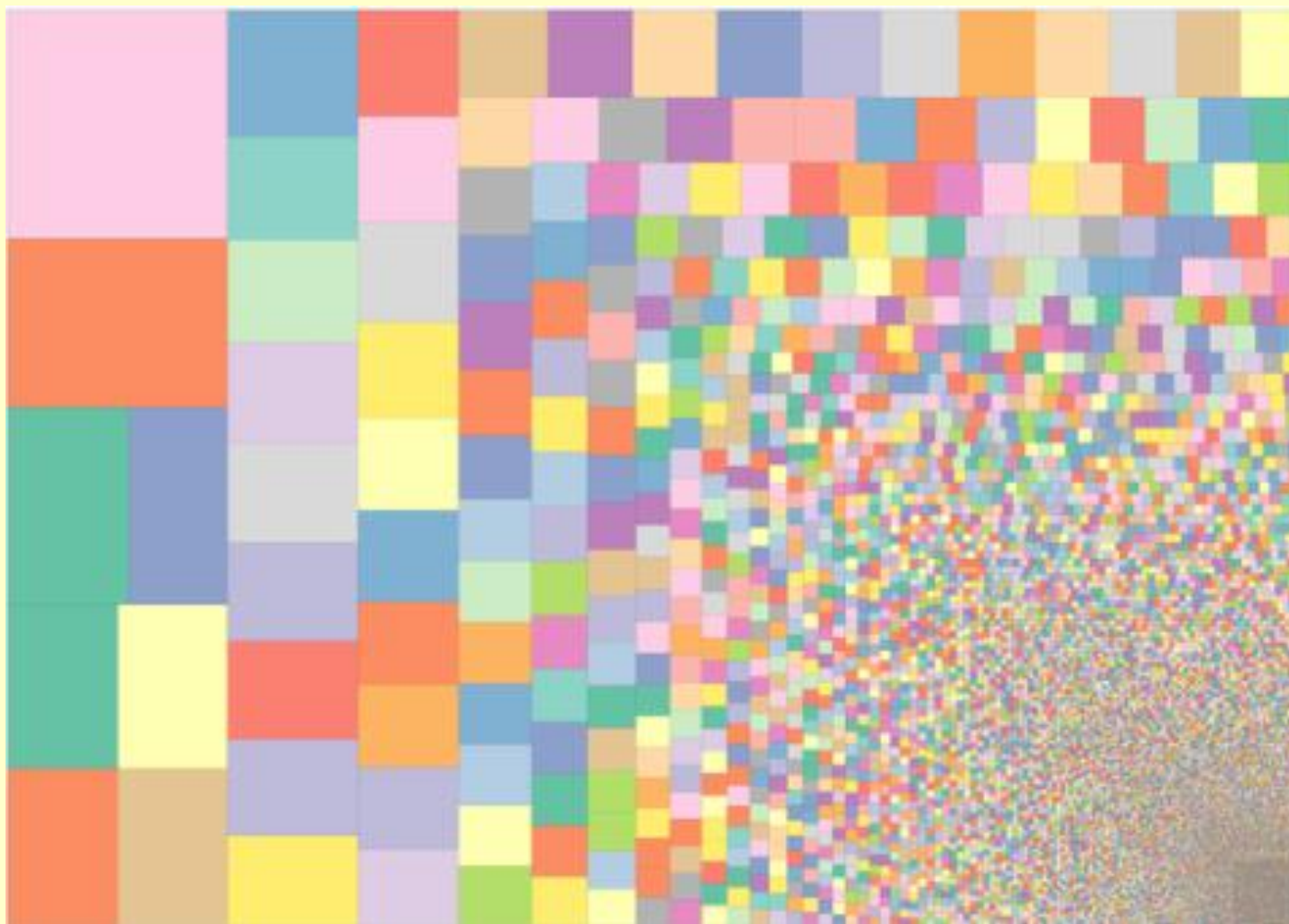
Galaxy Zoo

- Over 80% male
- Median age 43 years old
- Nearly 70% US survey respondents had bachelor's degree or higher
- 36% in the US, 30% in the UK (118 countries in total)

Participation is...

- Doing core tasks
- Helping promote the project
- Asking and answering questions
- Learning new skills
- Developing interests, research questions

Super-contributors and drive-bys



'16,400 little boxes – one for each person who's contributed to oldWeather. The area of each box is proportional to the number of pages transcribed, between us all we've done 1,090,745 pages.'

Motivations for participation

- Altruistic

- helping to provide an accurate record of local history

- Intrinsic

- reading 18thC handwriting is an enjoyable puzzle or they're interested in the subject

- Extrinsic

- an academic collecting a quote from a primary source

Extrinsic motivations

gwap

ESP Game x Tag a Tune Verbosity Squigl Matchin logged in x

Most Points Today

1	guest239251	31 k
2	Edros	21 k
3	krava	19 k
4	unforeseen	13 k
5	guest239250	12 k
6	lecharpe	6,800
7	krishuntoon	6,400
8	guest239255	6,300
9	sdot	6,200
10	guest239277	6,100

score 0

ESP Game
Concentrate...

time 2:43

BONUS!
5,000 PTS

What do you see?

taboo words

guy
elefant

guesses

Play Anonymously

+ submit → pass

<http://gwap.com>

Games with a purpose

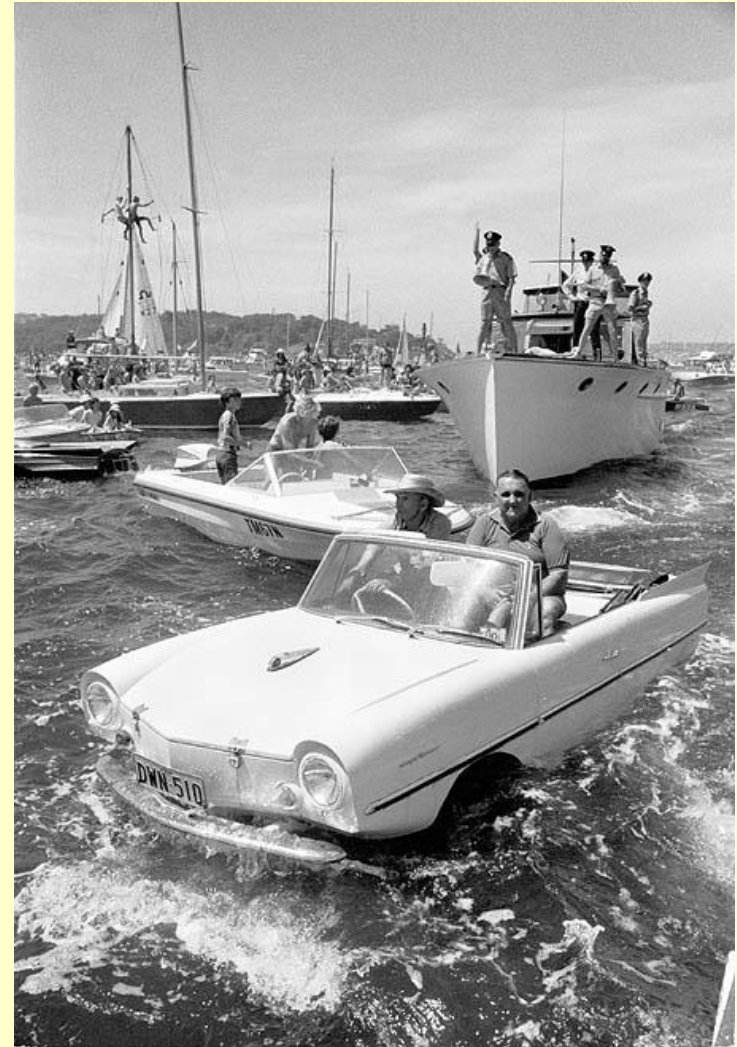
- e.g. labelling images - visual tasks too complex for computers
- 'players perform a useful computation as a side effect of enjoyable game play'
- Data validation built into design
- Motivation is fun, not creating data for you

Intrinsic motivations

People crave:

- satisfying work to do
- the experience of being good at something
- time spent with people we like
- the chance to be a part of something bigger

(Jane McGonigal, 2009)



Intrinsic motivations for participation

- fun
- the pleasure in doing hobbies
- the enjoyment in learning
- mastering new skills,
practicing existing skills
- recognition
- community
- passion for the subject



State Library of Queensland, Australia
<https://secure.flickr.com/photos/statelibraryqueensland/3198305152/>

Motivations and Galaxy Zoo

I am interested in astronomy	46%
I enjoy looking at the beautiful galaxy images	16
I can meet other people with similar interests	6
I am excited to contribute to original scientific research	22
I can look at galaxies that few people have seen before	8
I had a lot of fun categorising the galaxies	11
I am happy to help	7
I find the site and forums helpful in learning about astronomy	10
I am interested in science	4
I find Galaxy Zoo to be a useful resource for teaching other people	2
I am amazed by the vast scale of the universe	24
I am interested in the Galaxy Zoo project	8

Motivations and Your Paintings Tagger

I am interested in paintings	85.5%
I like working with people with similar interests	12.3
I am excited to be contributing to research into paintings	60.8
I can look at paintings that few people have seen before	50.5
I have fun categorising the paintings	55
I am happy to help with a national project like Your Paintings	76.3
I find Tagger helpful in learning about paintings	45.6
I find Tagger to be a useful resource for teaching other people	15.7
I am impressed by the wide range of the national collection of paintings	51.5

Questions?