

Crowdsourcing II

October 10, 2018

Reminder: Next Week

No class

Use the time to work on your projects

Today

Social and Ethical Issues

Crowdsourcing at its Best



Image source: www.ashlylorenzana.com

... at its Worst



Image source: www.ourhensehouse.org

Ensuring a bright future for
crowdsourcing

“Can we foresee a future
crowd workplace in which we
would want our children to
participate?”

Kittur et al, CSCW 2013

Important Issues

- Compensation
- Reputation Systems
- Tasks
- Opportunity for Advancement
- Accessibility

Compensation

Mturk: ~\$2-3/hr [Hara, 2018]

- No benefits
- No worker protections

Implications

- Worker abuse
- Invites gaming

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Quality Control: Current Approaches

Consensus

- Subject to colluding

Gold standards

- Dependent on authoring quality

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Compensation

Contrast to traditional labour markets

- What protections are in place?
- Why?

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Compensation

Researchers should ensure a decent wage

- Advantage of crowdsourcing should be rapid access to diverse workers
- Not access to low-paid labour

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Reputation Systems

Purpose

Allowing most qualified people to have access to the best work

Enabling requesters to hire workers who can / will do the job well

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Reputation Systems: Issues

Often too coarse grained

Overreliance on requester feedback

HITs You Have Submitted	Value	Rate
HITs Submitted	13	—
... Approved	2	66.7%
... Rejected	1	33.3%
... Pending	10	—

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Reputation Systems

How is work quality assessed in traditional labour markets?

Open crowdsourcing challenge:

Accuracy vs. transactional cost

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Tasks

Not always ethical

E.g., breaking captchas, locating dissidents



Work quality

Replacing skilled labour with unskilled labour



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Tasks

Open Challenges:

Enabling larger, more rewarding tasks

Enabling workers to see the bigger picture?



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Creating Opportunity

Training?

Opportunity to advance to "better" work?

What types of advancement opportunities exist in traditional workplace?

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Accessibility

Opportunities

Flexible schedule

No transit required

Can use personal adaptive technologies

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Accessibility

Challenges

Tasks requiring vision, fine motor skills

Appeal to diverse populations?

Connectivity

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Worker Invisibility

When requesters mistreat workers,
what is their recourse?

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Intellectual Property

Mturk IP agreement

Requesters get IP even if they refuse to
pay for a workers work

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Today's Recap

Now you...

Are aware of some of crowdsourcing's
important ethical and social concerns

Are familiar with some related challenges
for the HCI research community

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