Lecture 24:
CS 5306 / INFO 5306: Crowdsourcing and Human Computation
Types of Crowdsourcing

• Overt
  – Collecting (Amazon Reviews)
  – Labor Markets (Amazon Mechanical Turk)
  – Collaborative Decisions (Prediction Markets)
  – Collaborative Creation (Wikipedia)
  – Smartest in the Crowd (Contests)
  – Games with a Purpose

• Covert / Crowd Mining
  – Web page linkage, search logs, social media, collaborative filtering

• Dark side of crowdsourcing and human intelligence

• Collective intelligence in animals
Studying Collective Intelligence in Animals

• Can we understand collective intelligence?
  – Examples
  – General principles

• Can we build systems that exhibit collective intelligence?
  – Replicate biological organisms
  – Invent new forms