

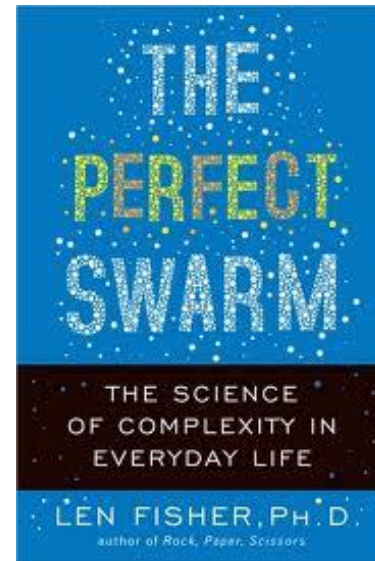
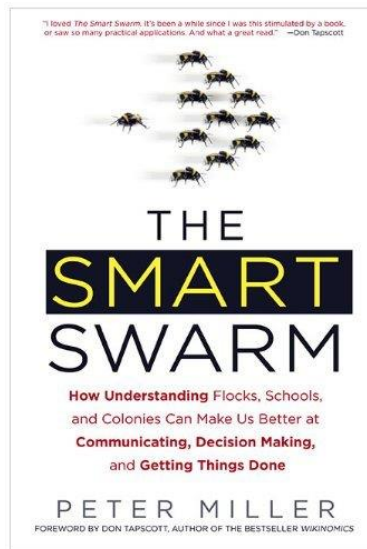
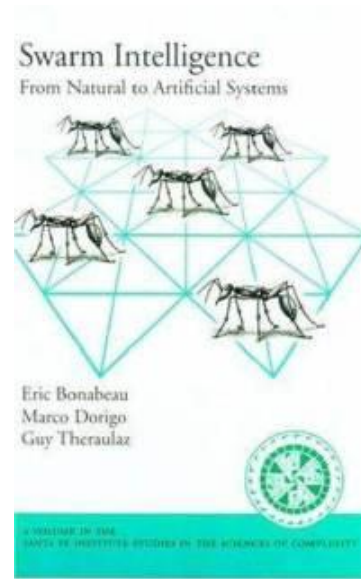
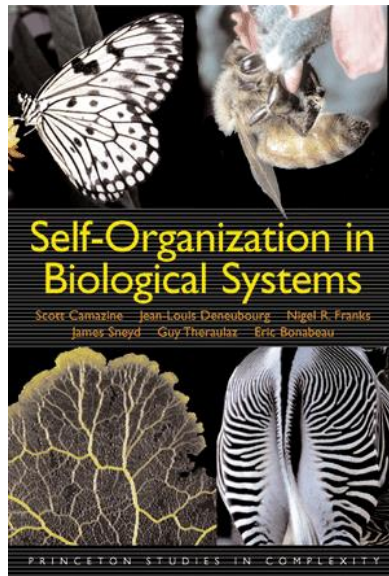
Lecture 24:  
CS 5306 / INFO 5306:  
Crowdsourcing and  
Human Computation

# 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













BBC



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4 May 2016



4 May 2016

















































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