INTRODUCTION

- The nature of competitive crowdsourcing has rarely been studied under real-life observations involving non-expert crowd.
- Early attempts were motivated by time-limited tasks and timed competitions.
- We crawled the website of Flightfox to access data from 13,114 contests that have already been closed.

MOTIVATION

To understand the influence of requesters in posted-price crowdsourcing platform, we tested three hypotheses.

PROBLEM FORMULATION

• **Hypothesis 1**: Crowdsourcing platforms with posted-price mechanisms are influenced by both the crowd workers and requesters.
• **Hypothesis 2**: In a dynamic crowdsourcing environment, even though the requesters might change constantly, they gain confidence over time from one another.
• **Hypothesis 3**: Requester demography has a significant impact over the crowd-powered system and vice versa.

HOW FLIGHTFOX WORKS

Flightfox is a crowdsourced platform to find out the most suitable itinerary for a flyer. The elements it includes are contest, flyer, crowd worker and winner.

RESULTS

Crowd worker-powered vs. Requester-powered

Confidence Analysis

Demographic Analysis

CONCLUSION

• The requesters have a major impact on crowdsourcing platform.
• Challenges are scaling up the demand of real-time workers, making collective efforts efficient.

REFERENCES