Crowdsourced Web Engineering

What is crowdsourcing?
How can it be applied in web engineering?
Case Study: research here at ETH Zurich (Michael Nebeling)

Crowdsourcing @ Wikipedia

“Crowdsourcing is a distributed problem-solving and production model.”

Crowdsourcing Evolution

- http://www.youtube.com/watch?v=OKMOI9PSQwo

Crowdsourcing and Web 2.0

- Production of content
- Production of knowledge
- Web 2.0 platforms based on crowdsourcing model
  - Facebook applications
  - WordPress plugins
  - WordPress themes
  - ..... 
- ..... 

Metropolis Model: Characteristics

- open teams
- mashability
- conflicting, unknowable requirements
- continuous evolution
- focus on operations
- sufficient correctness
- unstable resources
- emergent behaviours

Issues

- How to achieve platform flexibility and reliability
- How to motivate the crowd
- How to manage the crowd
- How to ensure quality
To Do

- Read the Metropolis paper

- Think how the characteristics and principles of the Metropolis model would apply to the case studies presented in this lecture

- Think about the issues and how these could be dealt with in the same case studies

Ethical Considerations

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Crowdsourced design
- from themes and plugins to components
- data management, functionality and interface components

Use of crowdsourcing for adaptation
- problem of responding to proliferation of devices & settings
- let the crowd adapt and share their adaptations

From user studies to crowd studies
- problems of recruiting participants in user studies
- recruit users through Mechanical Turk?

Case Studies


Next Week

Model-Driven Web Engineering