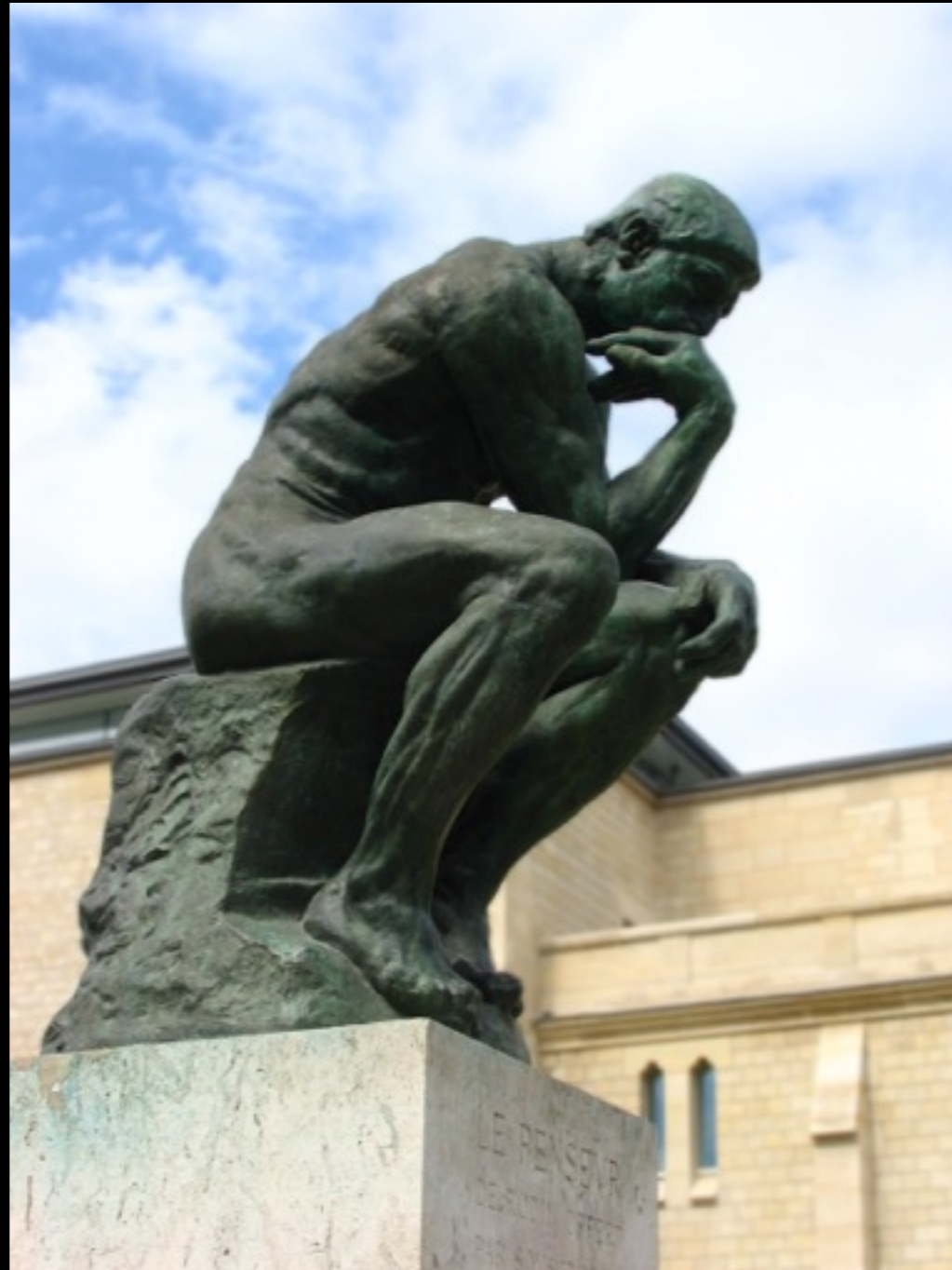


SAGAR SEN

TESTING DATA-CENTRIC SYSTEMS  
USING COLLECTIVE INTELLIGENCE



Philosophical digression..

Why do people try new things?

How can I make people try new things?

THE INTERNATIONAL LIBRARY OF  
SOCIOLOGY AND SOCIAL RECONSTRUCTION

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# HOMO LUDENS

**A Study of  
the Play Element  
in Culture**

**J. HUIZINGA**

**Late Professor of History in the University of Leyden  
Author of "The Waning of the Middle Ages", etc.**

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*Editor:* KARL MANNHEIM

*Publisher:* ROUTLEDGE & KEGAN PAUL LTD.

Play is a necessary condition for creating culture...



Play is older than culture, for culture, however inadequately defined, always presupposes human society, and animals have not waited for man to teach them their playing.

— *Johan Huizinga* —

**AZ QUOTES**



© Elena Barinova





It's play that makes people unafraid to fail and confident to try new things. It's play that helps us do serious things better because we enjoy them and feel a sense of joy in our achievements. — Jake Orlowitz, Head of the Wikipedia Library, Wikimedia Foundation



# Time-critical social mobilisation



# 10 balloons in less 9 hours



## ***gamification***

the application of typical elements of game playing (e.g. point scoring, competition with others, rules of play) in non-game contexts.

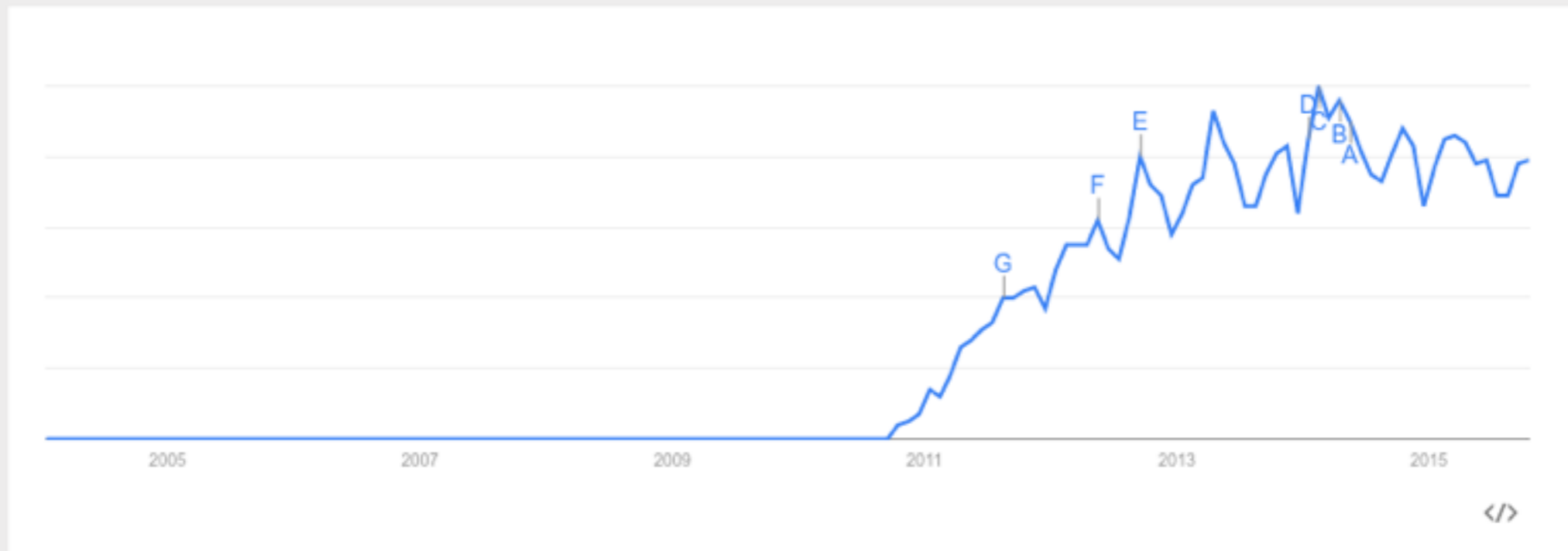
# Compare Search terms ▾

**gamification**  
Search term

+ Add term

## Interest over time ?

News headlines  Forecast ?



# GAMIFICATION TO SOLVE COMPLEX PROBLEMS

Full Mode

Score: 8832 of 8850

Close the Gap

Repeat guide?  
OK!

An empty void.  
Pack the protein to fill voids.

Shake Sidechains    Reset Puzzle

Actions    Undo    Menu

Chat - Puzzle Levels    auto show

Chat - Global    auto show

FoldIT!

OUR OWN EXPERIENCES...

# Crowdpinion

[← Studies](#) [≡](#) [Study](#)

## Study

**Bonuses**

[See what the others think](#)

[See the ranking](#)

[Add your own question](#)

Select an event from the list below.

[Just arrived at work](#)

[Just wrote some e-mails](#)

[Coffee break](#)

[← Back](#) [≡](#) [Answer the questions](#)

Answer the questions by dragging the sliders.

Do you expect the meeting to be productive?

Waste of time Productive

Do you know the plan of the meeting?

No idea Detailed plan

[Submit your response](#)



# Gamification Elements

**Ranking**

### Top responders

Marek Machnik	137
Andrea Andersen	112
Johan Hansen	101
Magnus Magnusen	86
Ola Nordman	29

Leaderboard

**Crowdpinion**

### Statistics

Has the mailing made you happy?

Angry Happy

1: 0% 2: 23% 3: 15% 4: 23% 5: 38%

Do you want to know more?

You have responded 4 questions so far. Give just a couple more responses and unlock summary of:

Are you going to do something interesting today?

What others think?

**Your questions**

Is there something else you are wondering about?

When you give more than 50 responses, you can add your own questions to the study. Feel free to ask about anything you like, but please make it relevant to the study. Questions are moderated.

Add a question

You can add up to 5 questions to this study.

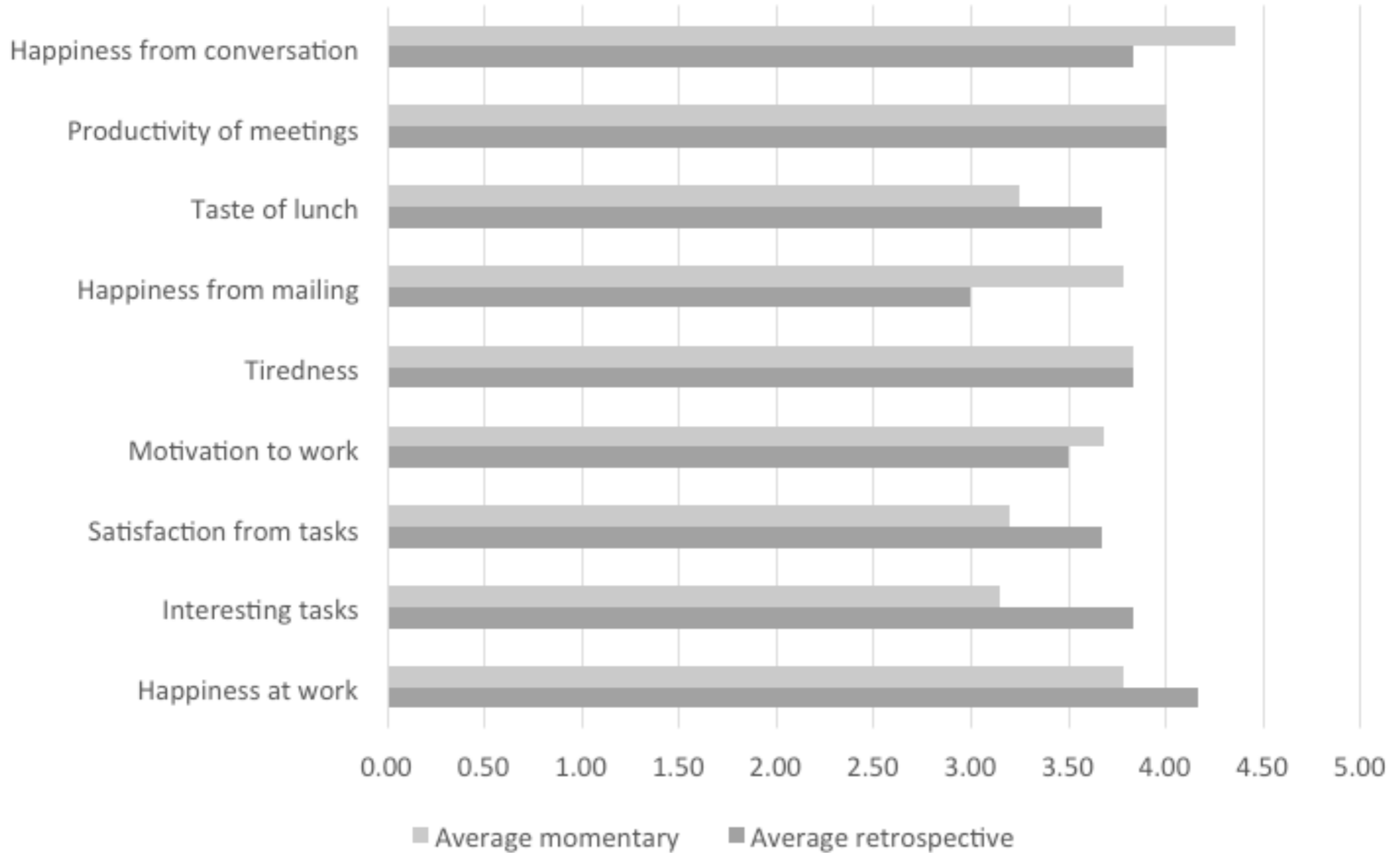
Add a question

Was the food good?

Awful Delicious

Add your own questions?

## Comparison of momentary and retrospective responses




# FIGHT HPV




 SIGN IN




 0:00 25  
MENU MOVES

Normally we Epithelial cells connect in tight layers and protect the body's surface.

 PLAY

GOAL

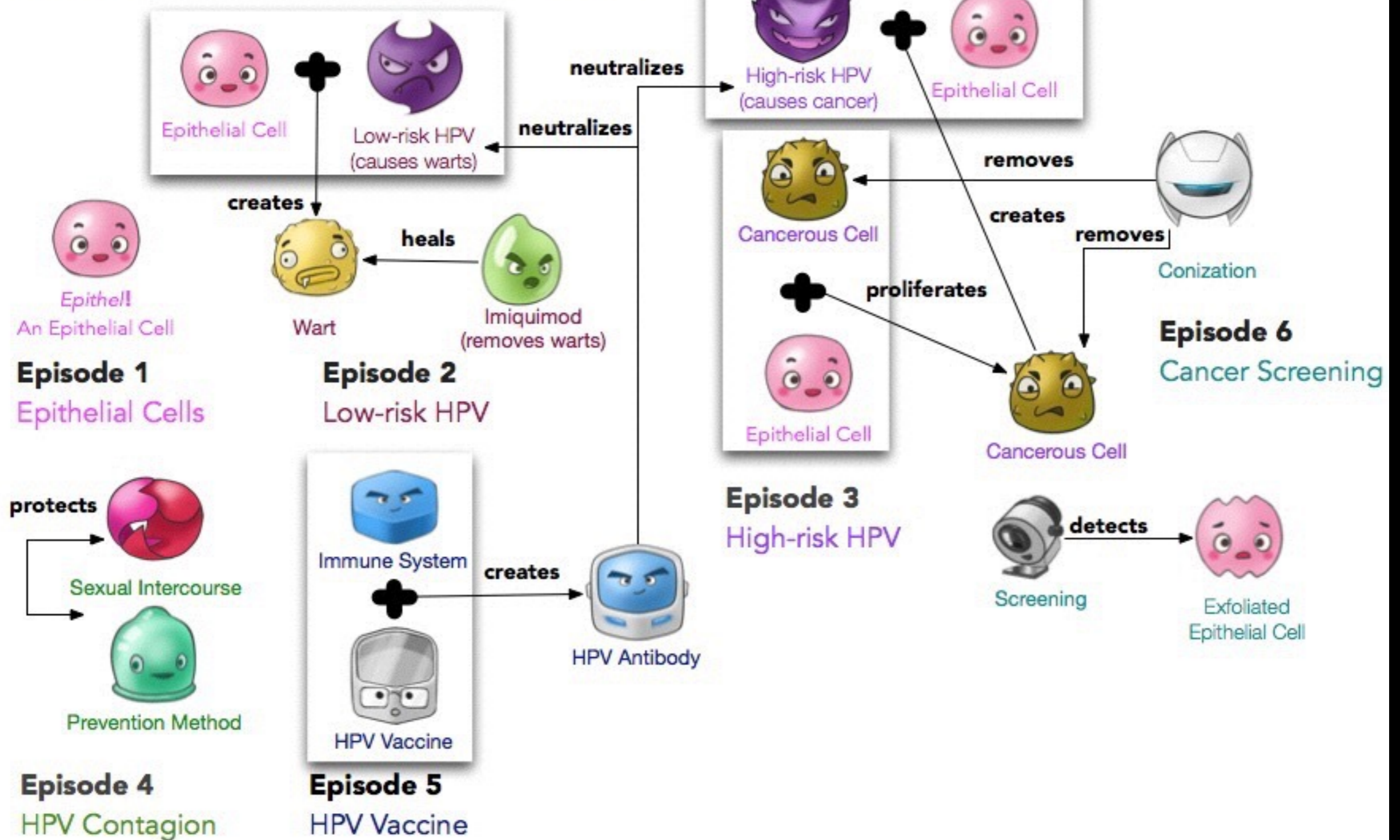


 0:04 25  
MENU MOVES

GOAL



# FightHPV Game Characters and Relationships




# PictureSort: Gamification of Image Ranking


**PictureSort**


Please enter some kind of username (real name, nick name, initials) into the box below and "play" 10 "games" for each of the sets selectable below. A single game consists of 5 rounds where the task is to sort 4 pictures according to some criteria displayed after selecting the set. Each round can take at most 15 seconds; afterwards, a new round starts automatically. You need to sort ALL 4 pictures, else the round doesn't get counted.

Pictures can be sorted by either dragging them with the mouse cursor to the targets numbered 1 to 4, or by clicking them in the desired order which makes them automatically move to the targets.

Username:


 **Food**

 **Sports**

 **Traffic Lights**

Semantic query

Round 1 Turn 1/5 Food



Round 1 Turn 2/5 Food

Please remember to sort ALL pictures!

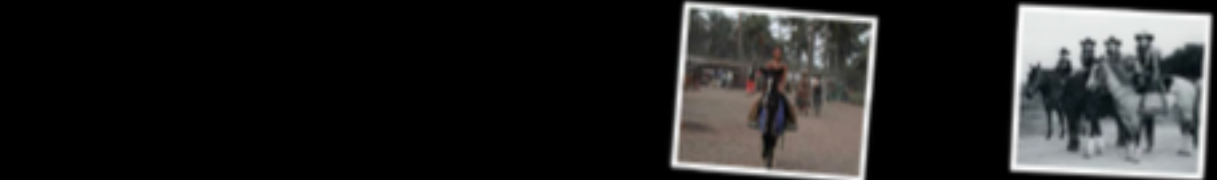


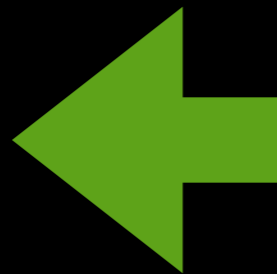
Image ranking

CAN WE USE GAMIFICATION AND CROWD  
WISDOM IMPROVE DATA QUALITY?

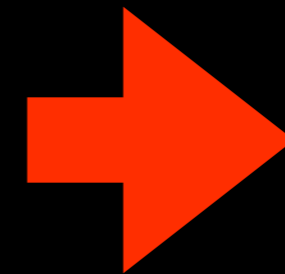
# X-ray images in Toll Customs



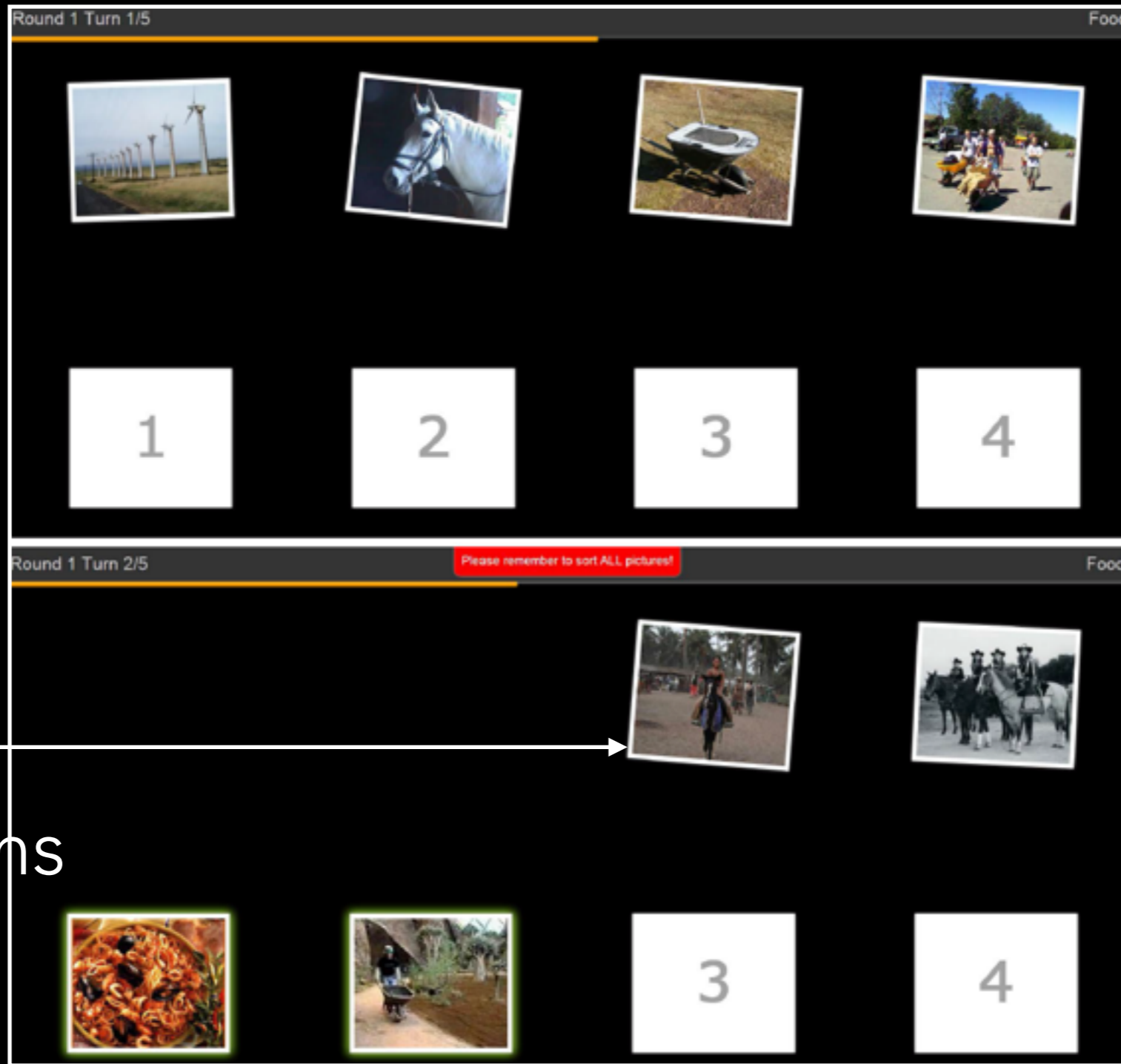
No check!



Tinder  
or  
PictureSort



Check!



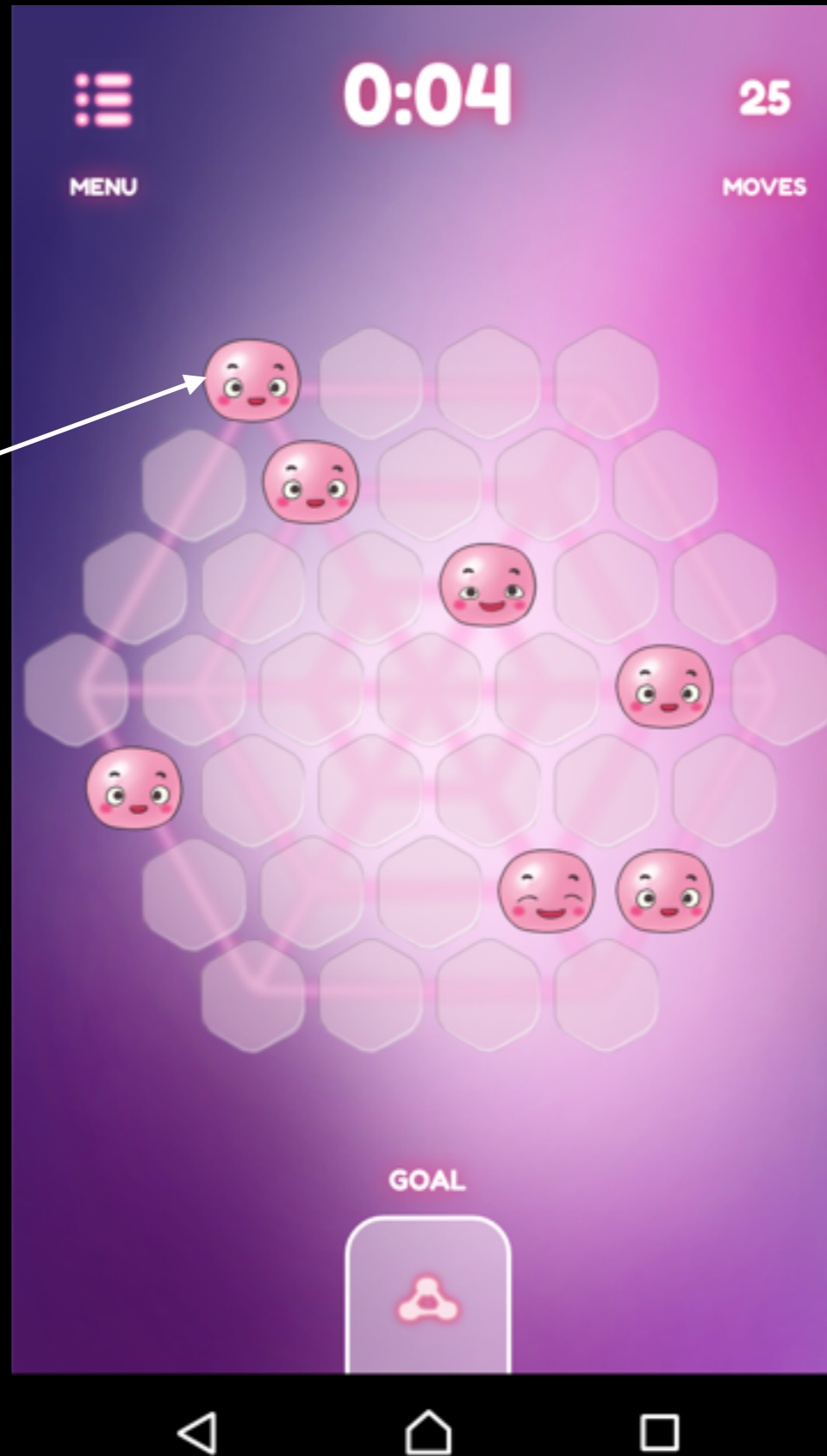
Semantic query is feature to be tested.

Replace with declarations

Ranking **declarations** (just by looking at them) for testing a specific system feature



Replace with  
characters in the  
Toll world



Teaching system concepts through a game

Looking forward to your ideas in  
the session...

on **social/human computing for testing**