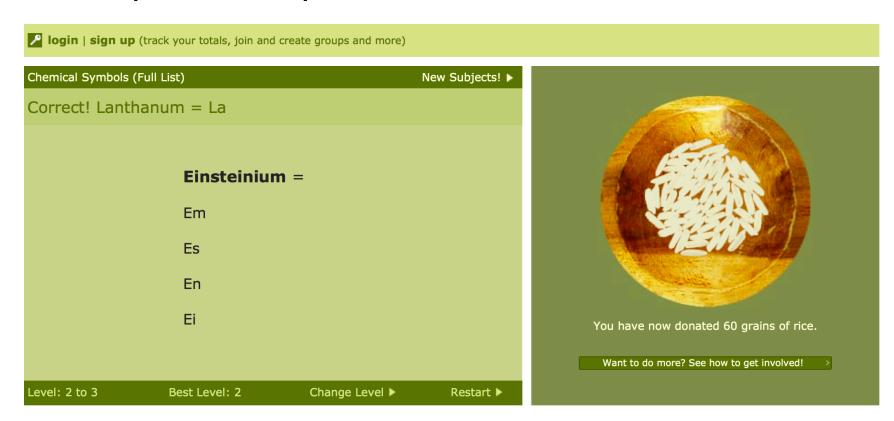
freerice.com 2.0

Many other topics ... like chemical elements



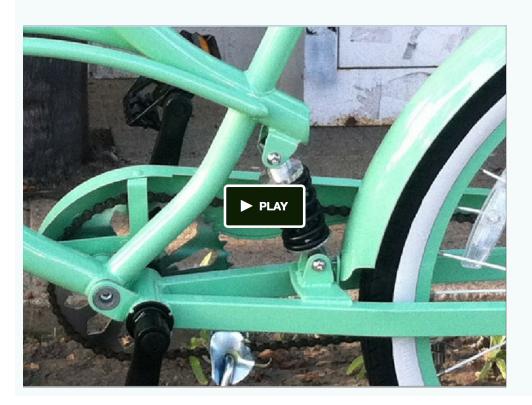
Encourages Team Playing and Competition

More Familiarly ...

www.kickstarter.com

SoftCruise® Bicycle Line by Rusty Spokes - Beachcruiser

by **David Morrow**



6

backers

\$1,406
pledged of \$105,000 goal

predged of \$100,000 g

11

days to go

Back This Project

Remind me

This project will only be funded if at least \$105,000 is pledged by Sat, Feb 21 2015 2:55 PM PST.

Entrepreneur gets presales; users get discounts

More Familiarly ...

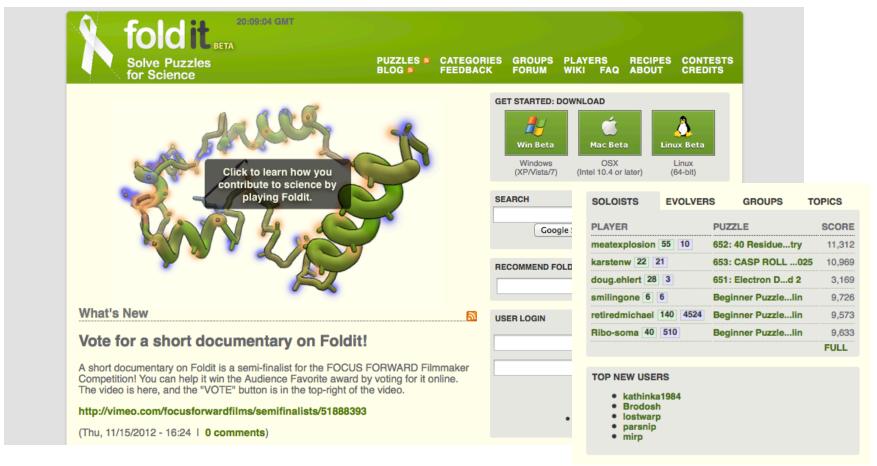
beamartian.jpl.nasa.gov



NASA processes data; user gets prizes, status

More Familiarly ...

fold.it [http://vimeo.com/focusforwardfilms/semifinalists/51888393]



AIDS research furthered; users get status!!!

FoldIt Researcher ...



Types of Crowd Sourcing

What other crowd sourcing activities are you familiar with?

Types of Crowd Sourcing

What other crowd sourcing activities are you familiar with?

What types of crowd sourcing do the examples illustrate?

Why Does Crowd Sourcing Work?

- People bring a variety of skills to the problem
 - Gamers may be better at 3D visualization than people selected for medical research knowledge
 - Motivation Learning vocabulary and giving rice to UNWFP is better than learning vocabulary alone
 - Large supply of workers with nothing else to do
 - Mechanical Turk exploits programming skills
 - Being a Martian is a "better" time waster than SuDoKu
 - Collective intelligence trumps a few smart people
- Participating in something new is FUN!

Take Home Message

- Computers and the Internet made crowd sourcing a powerful, easy-to-apply idea that makes the world better
- We may all be able (and eager to) contribute
- If "two heads are better than one" than a million heads are at least better than 500,000

Future Lab Assignment -- Birthdays

- Birthday Paradox For 23 randomly selected people, the odds are better than 0.5 that two of them have the same birthday
- Odds are 0.999 when there are just 70 people
- It should be true in this room ...

Lab Assignment

file:///Users/L...ayRankings.html

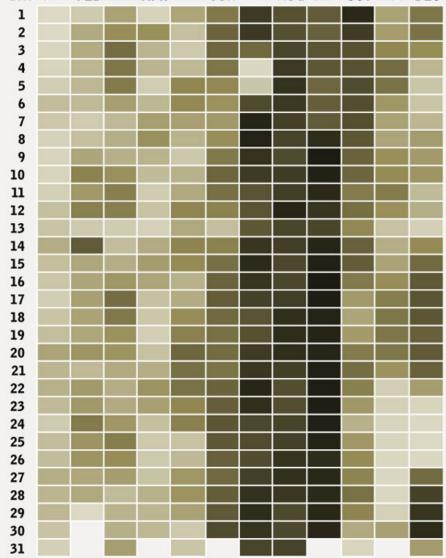
How Common Is Your Birthday?

The following table shows every day of the year, from Jan. 1 to Dec. 31, along with a ranking based on how many babies were born in the United States on that date between 1973 and 1999. Jan. 1, for example, was the 364th most popular birthday for a baby during those years; only Dec. 25 and Feb. 29 were less popular. Sept. 16 was the most popular birthday.

Rank	Month	Day
364	1	1
362	1	2
356	1	3
350	1	4
338	1	5
301	1	6
324	1	7
347	1	8
351	1	9
349	1	10
341	1	11
306	1	12
316	1	13
260	1	14
304	1	15
322	1	16
337	1	17

Which Birth Dates Are Most Common?

DAY JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC



BIRTHDAY RANK

Less common More common