




NOVICES WHO FOCUSED OR EXPERTS WHO DIDN'T? HOW EFFORT AND EXPERTISE CUES AFFECT JUDGEMENT OF CROWD WORK

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Using Online Crowds for Feedback Generation



- ▷ Empowerment
- ▷ Affordable
- ▷ Global Audience



MY SUBREDDITS ▼ FRONT - ALL - RANDOM | ASKREDDIT - TODAYILEARNED - GAMING - VIDEOS - AWW - TECHNOLOGY - GAMING



 **DESIGN_CRITIQUES** **HOT** NEW RISING CONTROVERSIAL TOP



Please link your design at the top of your post.



  **Reddit Gifts and r/SquaredCircle are teaming up to join this awesome Reddit Gifts exchange today!**
promoted by reddit_exchanges
save hide report



 3  **Please critique my web portfolio.**
submitted 4 hours ago by ctrl2
5 comments share save hide report



 4  **Please critique my logo for product outsourcing and development.**
submitted 5 hours ago * by boopnose
comment share save hide report



 3  **Which set of illustrations is the best?**
submitted 5 hours ago by alzebra
2 comments share save hide report


 4  **Made these photomontages for a photography course.**
submitted 8 hours ago by ozophe
1 comment share save hide report

 3  **Critique my website please.**
submitted 14 hours ago by siegoboy
6 comments share save hide report

 1  **Ecommerce Website Review**
submitted 10 hours ago by thugpuglyfe
5 comments share save hide report

 11  **Please critique this logo for an auto detailing business.**
submitted 1 day ago by Grassblue7
6 comments share save hide report

 7  **Please critique my website**
submitted 1 day ago by jessewalby
2 comments share save hide report

 **Please critique my album cover.**

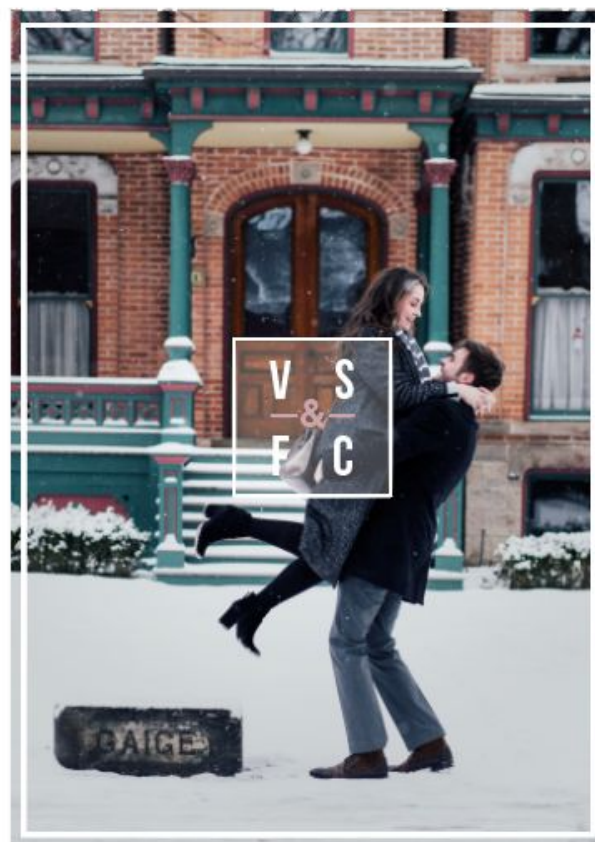


DESIGN_CRITIQUES



Designed my Own Wedding Invitations, thoughts?

submitted 26 days ago by [EamesGurl94](#)



[–] **Sugartrees** 1 point 25 days ago

Gorgeous. I'm a big fan of modern, simple wedding invitations.

[–] **soundsgreatnoproblem** 3 points 25 days ago

idk where I am supposed to go. Everything is really hard to read.

Related Work

Credibility

Fogg et al. 2001, Liao & Fu 2014, Rzeszotarski & Kittur 2011

Social Transparency

Huang & Fu 2013, Marlow & Dabbish 2015,
Stuart et al. 2012

Research Questions

RQ 1

How do explicit cues of a provider's effort and expertise affect the perceived quality of the feedback provided for a design?

RQ 2

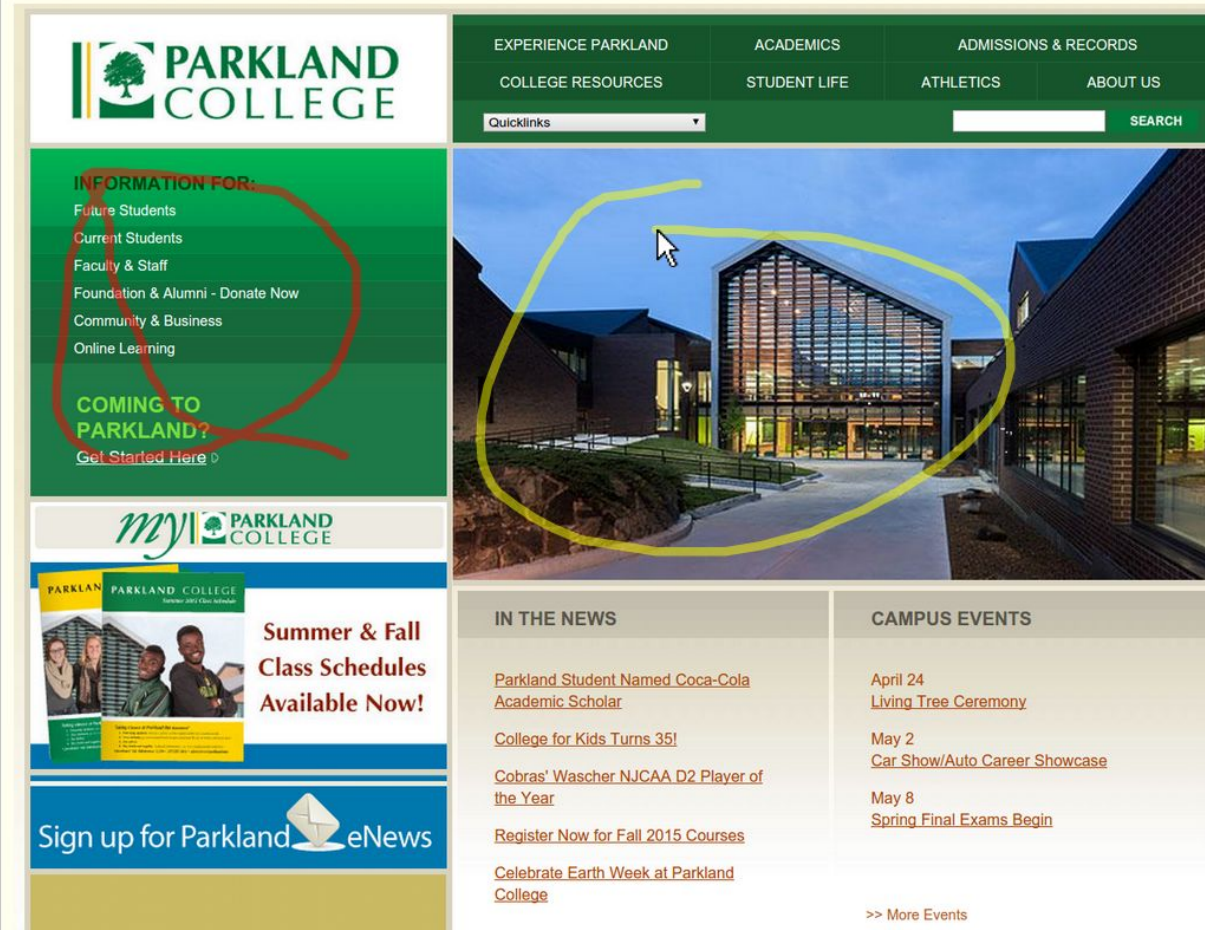
How are the effects of these cues mediated by the intrinsic quality of the feedback?

The following screenshot shows the home page of a community college. Please offer some feedback for improving the design. Use the mouse cursor to annotate the area related to your feedback, and enter the feedback in the text box. You can modify the color of the annotation using the controls below. Feedback that is too short or vague may be rejected.

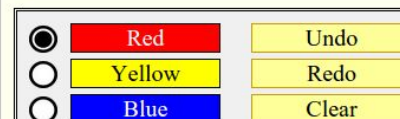
When you are ready, please select **Start Task** to reveal the screenshot.

Start Task

Annotation








Text Feedback



There are too many menus on the page. The one on the left side could be removed.
The photo in yellow is a bit boring.

Submit

IQ	Feedback Text	Annotation
5 (High)	The "current students" section could easily be placed under the "student life" section. That's where I always found it for the homage of my university. I would also place "online learning" under academics ... What is the difference between the two blue areas I circled? ... Register Now should be at the very top of the page. ...	
4	<p>Red - I don't see the relation in the quick links and having other "quick" links at the top.</p> <p>Yellow - Font could be larger to be more appealing.</p> <p>Blue - "Important" information seem bland; could be presented a little more interactive to increase circulation.</p>	
3	Make the information bar and the top bars more visible. They are boring and need to be more interesting to the student. Also get rid of the sign up for parkland enews since that should put on a page for current students. make your page more demanding for the prospective students.	
2	In ability to add campus events to an existing calendar, such as google calendar or iphone.	
1 (low)	Styling is not good.	

9 Cue Manipulation Conditions

Effort: High, Low, None Given

X

Expertise: High, Low, None Given

HE/LX: High Effort, Low Expertise

LE/NG: Low Effort, None Given

...

Task Description

Please review the feedback provided for the community college page below. The feedback consists of annotations on the image and comments below the image.

Feedback

The screenshot shows the Parkland College website with several feedback annotations:

- A yellow circle highlights the top navigation bar, which includes links for Experience Parkland, Academics, Admissions & Records, College Resources, Student Life, Athletics, and About Us. A search bar is also present.
- A yellow circle highlights the left sidebar menu, which includes links for Information for Future Students, Current Students, Faculty & Staff, Foundation & Alumni - Donate Now, Community & Business, and Online Learning.
- A red circle highlights the "Sign up for Parkland eNews" button at the bottom left.

Below the screenshot, the following feedback text is provided:

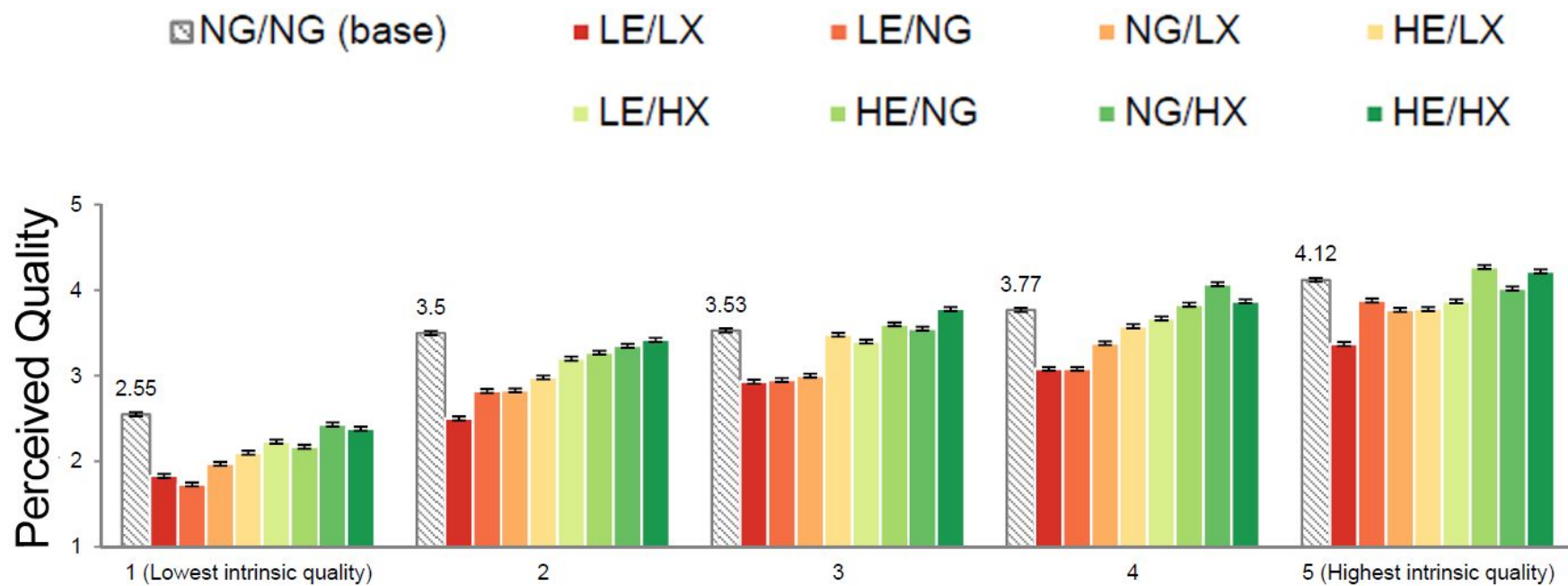
Make the information bar and the top bars more visible. They are boring and need to be more interesting to the student. Also get rid of the sign up for parkland enews since that should put on a page for current students. make your page more demanding for the prospective students.

Cue Manipulation

Task: It is known that the person who left the feedback invested significant effort to develop the feedback. It is also known that the person who left the feedback has little to no knowledge of design. From 1 (least useful) to 5 (most useful), rate the perceived usefulness of the feedback.

Rating

1	2	3	4	5
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Low Effort

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Prior Work

Modeling Behavior of Crowd

Rzeszotarski & Kittur 2012

Cheng et al. 2015

Budget Control & Task Recommendation

Gao & Parameswaran 2014

Ambati et al. 2011

Effort Data Collection



evite



Feature Sets

- ▷ Annotation
- ▷ Text entry
- ▷ Timings

The screenshot shows the Parkland College website. The header is green with white text for navigation: EXPERIENCE PARKLAND, COLLEGE RESOURCES, ACADEMICS, STUDENT LIFE, ADMISSIONS & RECORDS, ATHLETICS, and ABOUT. A 'Quicklinks' dropdown menu is visible. The main content area features a large photo of a modern building at dusk, circled in yellow. Below the photo are two columns of news and events. The left column is titled 'IN THE NEWS' and lists several articles with links. The right column is titled 'CAMPUS EVENTS' and lists upcoming events with dates. At the bottom left, there is a sidebar with a green background and white text, including 'Now', 'Parkland College', and 'Summer & Fall Class Schedules available Now!'. Below this is a blue box with a white envelope icon and the text 'eNews'. At the bottom of the page, there is a feedback box with a blue border and a white background. It contains a text area with the following text: 'There are too many menus on the page. The one on the left could be removed. The photo in yellow is a bit boring.' To the left of the text area are three yellow buttons: 'Undo', 'Redo', and 'Clear'.

Parkland College

EXPERIENCE PARKLAND
COLLEGE RESOURCES
ACADEMICS
STUDENT LIFE
ADMISSIONS & RECORDS
ATHLETICS
ABOUT

Quicklinks

Now

Parkland College

Summer & Fall Class Schedules available Now!

eNews

IN THE NEWS

- [Parkland Student Named Coca-Cola Academic Scholar](#)
- [College for Kids Turns 35!](#)
- [Cobras' Wascher NJCAA D2 Player of the Year](#)
- [Register Now for Fall 2015 Courses](#)
- [Celebrate Earth Week at Parkland College](#)

CAMPUS EVENTS

- April 24 [Living Tree Ceremony](#)
- May 2 [Car Show/Auto Career Showcase](#)
- May 8 [Spring Final Exams Begin](#)

>> More Events

Undo
Redo
Clear

There are too many menus on the page. The one on the left could be removed.
The photo in yellow is a bit boring.

Labeling Procedure

- ▷ Rating calibrated by sample
- ▷ Watch replay before rating
- ▷ Content masked with 'xxx's

Results

Accuracy: 65%

	Predicted Rating					
Actual Rating		1	2	3	4	5
	1	21	7	0	1	0
	2	3	30	10	0	0
	3	0	11	20	4	1
	4	0	4	10	18	7
	5	0	0	0	7	26

Accuracy: 92%

	1	2
1	91	6
2	8	75

Use Cases

- ▷ Low effort task auto-rejection
- ▷ Bonus encouragement
- ▷ Poor task design indicator

Conclusion

- ▷ Explore how effort and expertise cues influence feedback perception
- ▷ Demonstrate the feasibility of effort modeling
- ▷ Contributes a general sets of tool for studying effort in online work