

# Future

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# Focus on execution

- For the moment, we need to make sure we are biased toward action, not debate.
- We know our current research goals, and we need to put them into motion.

# Simplify

- What is the simplest design?
- What prototype will address our direct goals?
- What can we ignore for now?
  
- This will be the only way to succeed.

Our current goal

# Complete our first real task

- I have a job we can do, or we can use others
- Let me create the task
- Log in ourselves as workers and complete the task
- Let me view the results and approve them or return them for revision

# Research engineering

@neilthemathguy, @dmolina, @rohit, and the rest of the awesome team

# Design updates

@arichmondfuller, @dilrukshi and the rest of the great team

# Open gov

@trygve, @arichmondfuller, and the rest of the great team



# Reflection on credit

# Should credit be one-shot and regular?

- Right now we run PageRank on the badge network. PageRank looks for people that everyone gives badges to (e.g., Neil) and gives them the most weight.
- It works by calculating the % of your badges you give to each person.
- Benefit: I can't be first author by talking a lot but not doing work, since the high-PageRank people know I'm not contributing and won't give me many badges.

# Should credit be one-shot and regular?

- However, it means we lose track of long-term contributors in favor of short-term efforts.
- We could instead do it “one-shot”: every three months, give everyone 100 badges to allocate across their colleagues, (e.g., 30 to @foo, 15 to @bar, 10 to @baz, and ...)
  - Then run PageRank on this network

Our future

# Once again, bravo.

- You have collectively taken on one of the most ambitious projects in my research career.
- The UIST submission was a major investment and milestone. We are close to seeing the payoff with a fully working platform.

# Remembering our goals

- Much like the PageRank research transformed Google into the first major search engine, we want to develop ideas that enable the broad adoption of online work.
- That means we:
  - Generate those ideas
  - Prototype, implement and iterate on them
  - Get real users to adopt our system
  - Draw lessons from those users

# Platform? Research? Startup?

- I would ask: what enables us to best achieve those goals? (develop ideas, implement, launch)

# Platform? Research? Startup?

- As Stanford research, we can leverage our affiliation to help attract workers, requesters and contributors from around the world. As an organization, we must build our own reputation.
- As research, I can even hire full-time paid staff. If we need funds, I can seek seed research funds. As an organization, we would need to fundraise, a process that takes weeks or months of full time work.



# Platform? Research? Startup?

- As an organization, we can grow and scale and hire more people. We can formally register as a for-profit, non-profit, whatever we want.
- For any platform (Google, Daemo, etc.), if it grows, we will need to seriously consider this transition.

# Platform? Research? Startup?

- I feel that our current stage, with great ideas and an in-progress prototype, is very much research.
- We don't have enough yet to publish, since we haven't demonstrated the viability of our ideas (via real users)
- My suggestion is that we view ourselves as research at least until we have a stable user base.

# Platform? Research? Startup?

- However, if we want to shift from volunteer part-time contributions to paid (more full-time) contributions to make it happen, LET ME KNOW.
- I can try to drum up a limited budget for paid research assistants (“RAs”).
- Keep in mind: this could change our social dynamic

# So...

- I think from here we need to decide collectively:  
who do we want to be?