



Local Info
Q: Is this a restaurant?
What kind of food do they serve?



Translation
Q: What does this sign say?
Are ties not allowed in this restaurant?

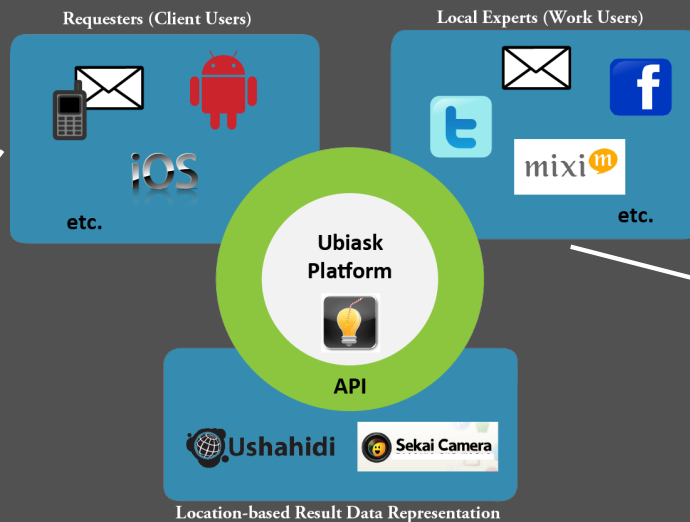


Cultural
Q: Why does the statue have a hat and several bibs?

Our mobile crowdsourcing system *Ubiask* provides **local Q&A** and **image search** functionality in near-real-time by engaging social media users as a workforce. Gamification and social psychology are used to successfully incentivise the crowd workers.

Existing image search and translation applications based on machine algorithms perform poorly in real-world situations involving complex backgrounds and non-standard typefaces. Existing human powered Q&A systems are not designed with the mobile use context in mind, failing to support users in need of immediate assistance.

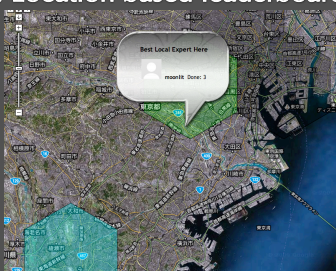
Requester can use diverse mobile applications to quickly create a task and send it to server.
A **task** is a question that incorporates an **image** (using phone camera).



Proxy server routes the requests to appropriate work users via mobile emails and various social media platforms.

Field User Study

- 19 Requesters: mostly short term travelers from Western countries visiting Japan
- 36 Work Users: ordinary English + Japanese speaking residents in Japan
- From Jan 2011 – Mar 2011
- Work Users were divided into 3 sub-groups to test three different incentive mechanisms:
 1. Location based leaderboard (game)

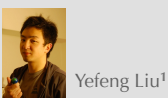


2. Social incentives: rapid feedback
3. Control group

Location-based results are visualized with social mapping tools and social augmented reality (AR) services, resulting in a useful **information pool** for public use.

Results

- More than 90% of questions were answered
- 4.2 answers per question on average
- 88% of questions asked between 12:00 and 02:00 were answered in 10 mins or less
- Best contributors were motivated by intrinsic incentives rather than the extrinsic incentives we provided
- For less self-motivated users, the incentive systems provided significant extra motivation



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