GTO Partners in Performance

Human-Computation in Internet

Weiwei Cheng

A Passion to Perform. Deutsche Bank

Before we start...

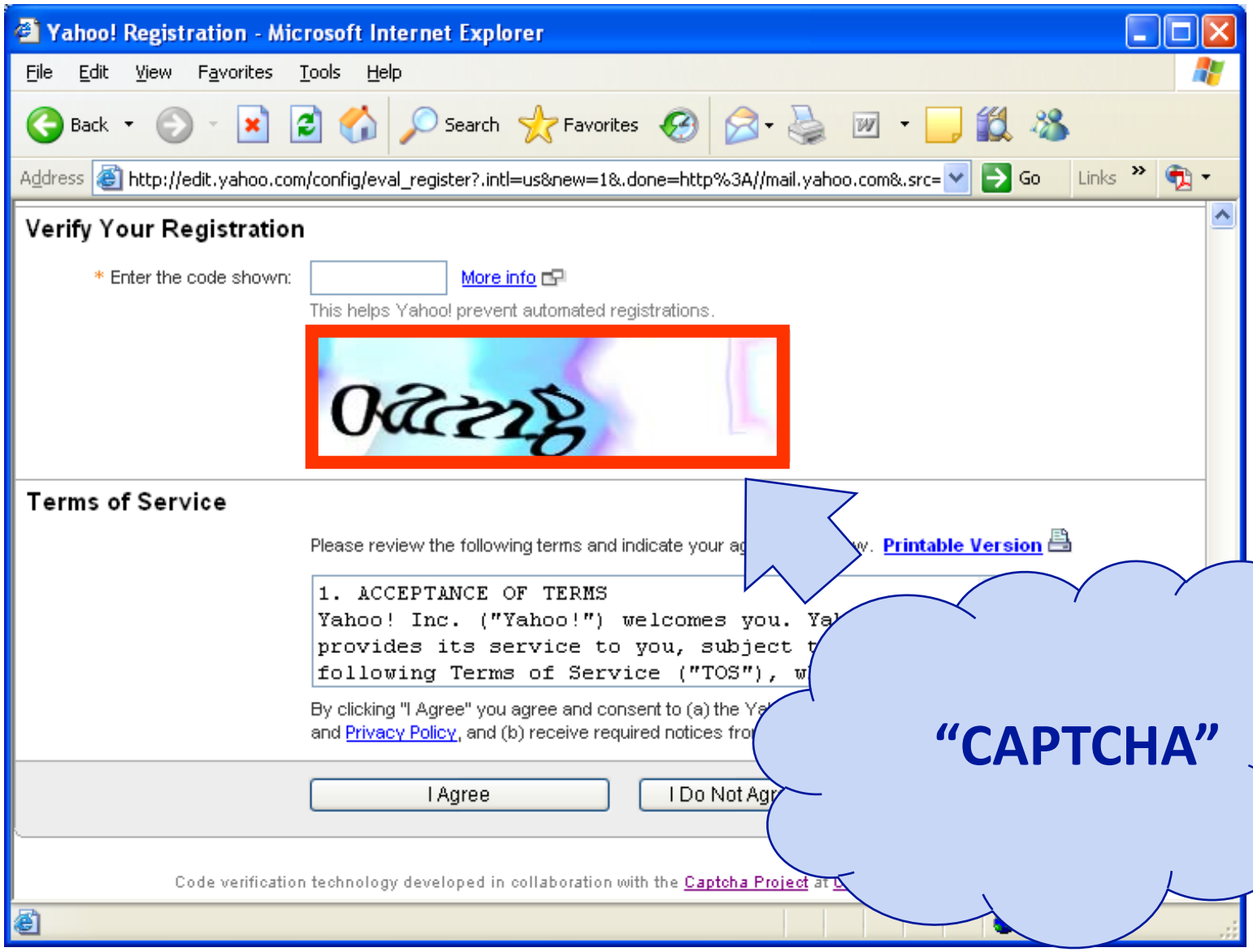
- Weiwei Cheng
  Computer Science PhD student from Uni. Marburg
  Check www.chengweiwei.com for info.

- This talk is NOT about my research, nor yours.
  → It is actually the opposite of our research.

The best food is

ask500people.com

The information is reliable only if there is no SPAM!



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CAPTCHA

A program that can generate and grade tests that:

Prof. Luis von Ahn from CMU

- Most humans can pass
- Current computer programs cannot pass

"Help! I've been waiting for 20 minutes, and nothing happens."

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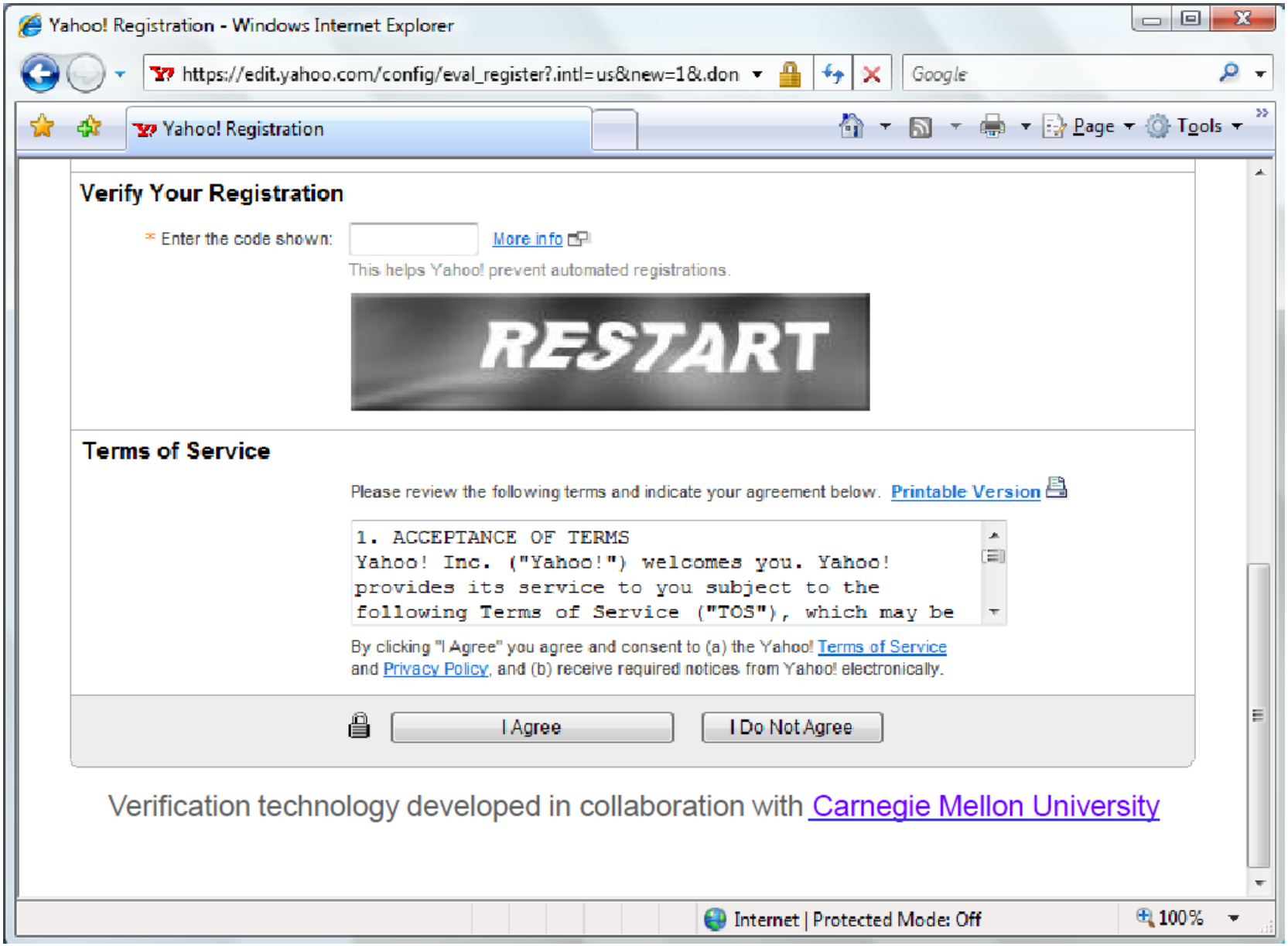
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Google
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Tools
Verify Your Registration
* Enter the code shown:
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This helps Yahoo! prevent automated registrations.
RESTART
Terms of Service
Please review the following terms and indicate your agreement below. Printable Version
1. ACCEPTANCE OF TERMS
Yahoo! Inc. ("Yahoo!") welcomes you. Yahoo!
provides its service to you subject to the
following Terms of Service ("TOS"), which may be
By clicking "I Agree" you agree and consent to (a) the Yahoo! Terms of Service
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I Agree
I Do Not Agree
Verification technology developed in collaboration with Carnegie Mellon University
Internet | Protected Mode: Off
100%

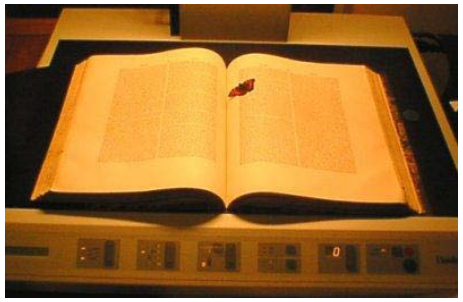
Roughly 200 million CAPTCHAs are typed every day

10s of human time per CAPTCHA

That is: **500,000** hours every day!

Can we use th
effort for g

Digitizing Books



Scan

DENMARK.

COPENHAGEN, Dec. 17—Noon.

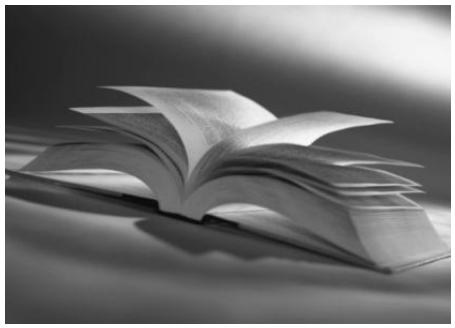
The royal palace at Friedericheberg took fire last night. The King himself directed the operations for extinguishing the fire. The whole structure was, however, destroyed.

OCR optical character recognition

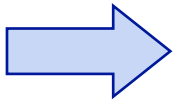
DE xi li ARIi..

COPBCtrAGE\, DeC. I l 1 QOn.

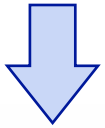
Tlie royal palace at Frieclericheberg took fire last night. The li.ing himself directed the operations fns extinguishing the lire. The whole structure [illegible]ed.



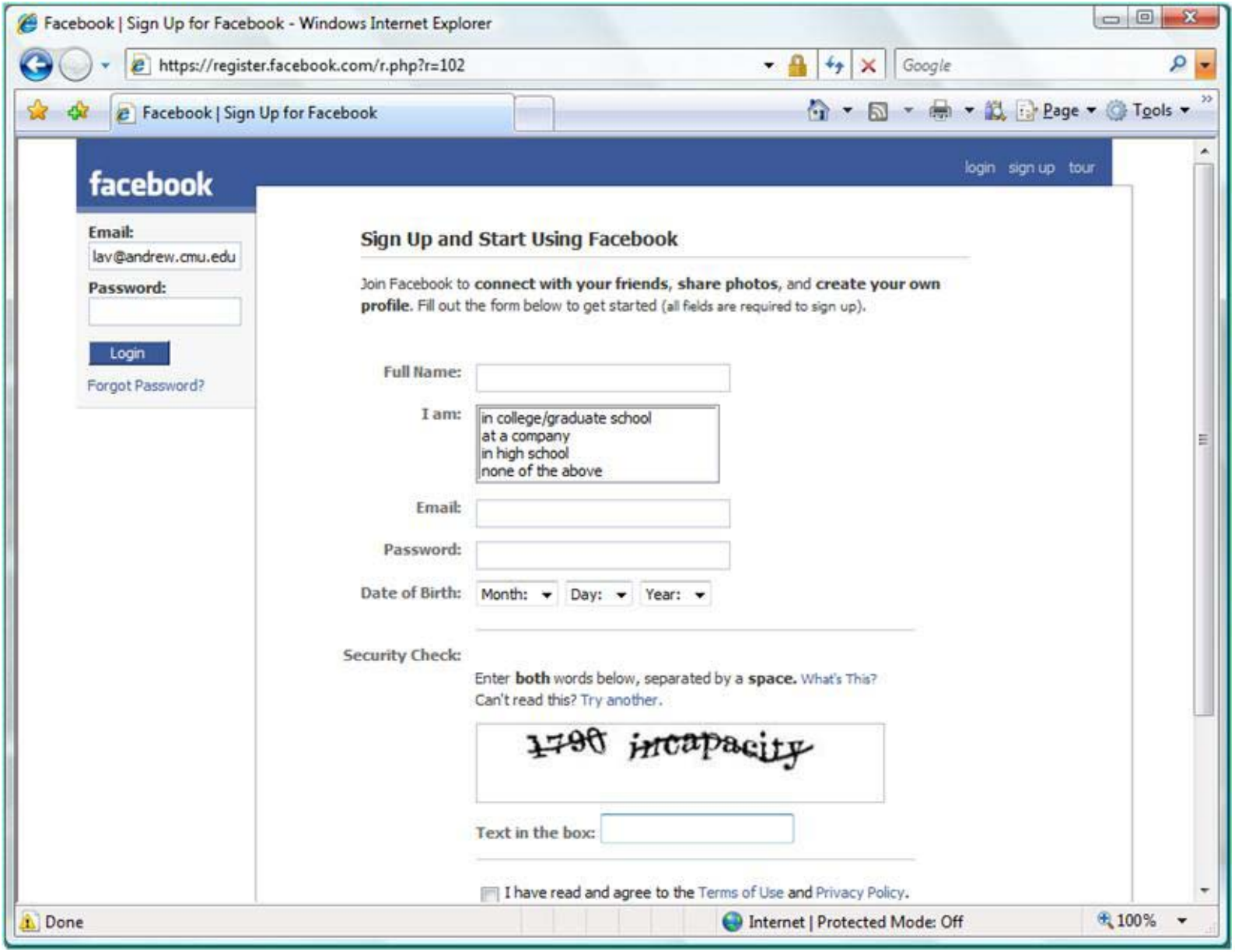
scaned book



word that OCR can´t read



randomly distorted image of word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https://register.facebook.com/r.php?r=102
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Password:
Login
Forgot Password?
Sign Up and Start Using Facebook
Join Facebook to connect with your friends, share photos, and create your own profile. Fill out the form below to get started (all fields are required to sign up).
Full Name:
I am:
in college/graduate school
at a company
in high school
none of the above
Email:
Password:
Date of Birth:
Month:
Day:
Year:
Security Check:
Enter both words below, separated by a space. What's This?
Can't read this? Try another.
1790 incapacity
Text in the box:
I have read and agree to the Terms of Use and Privacy Policy.
Done
Internet | Protected Mode: Off
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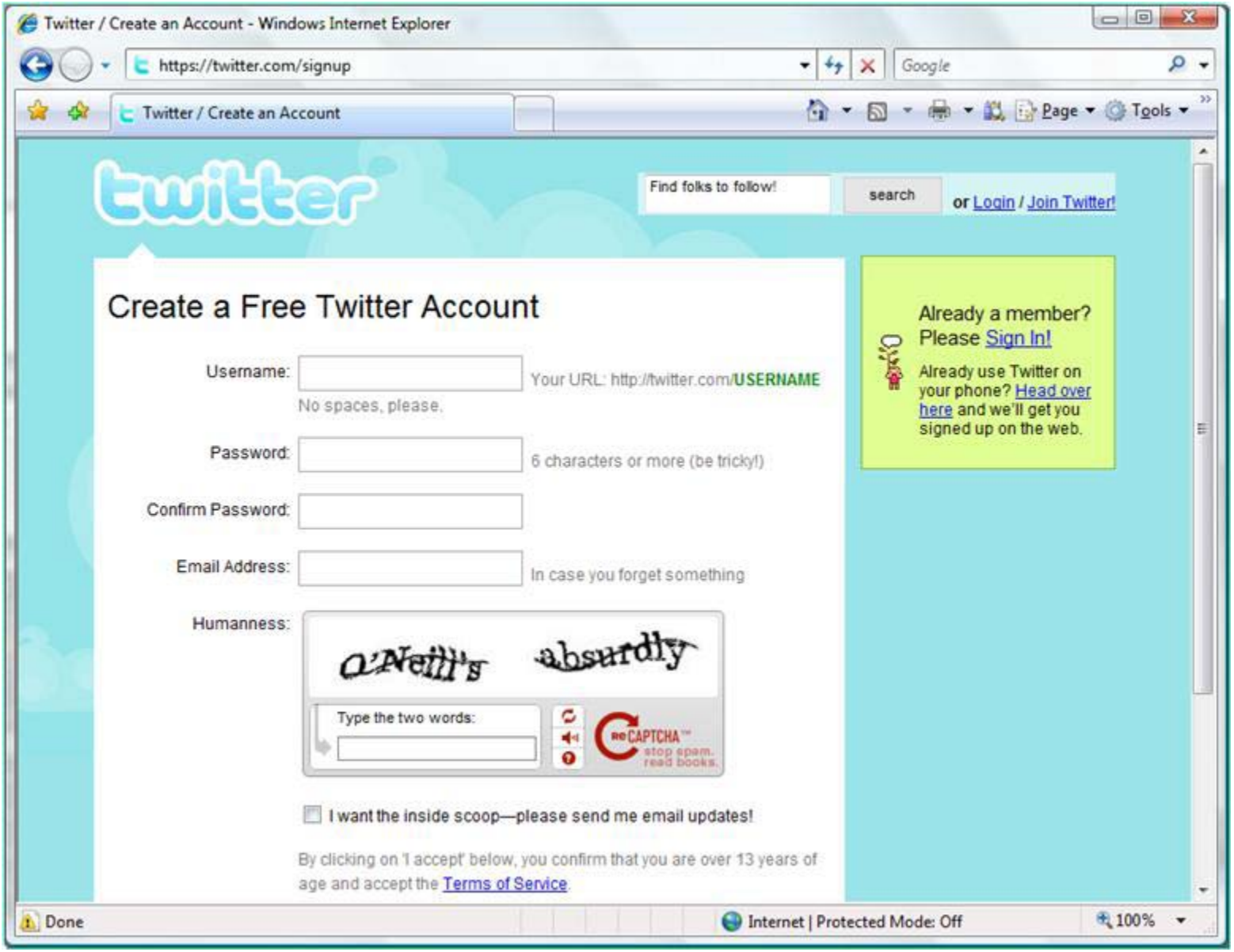

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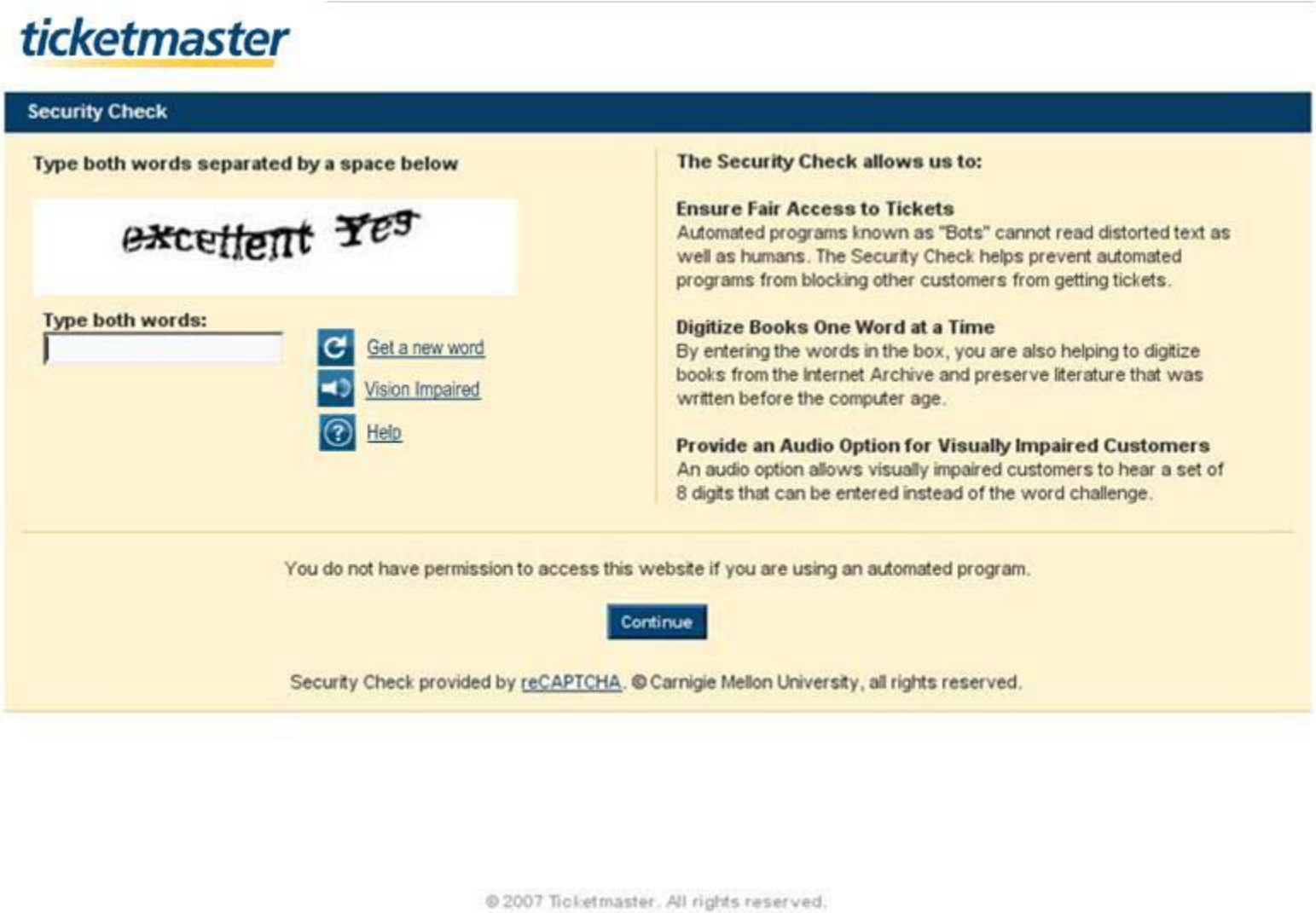
ticketmaster
Security Check
Type both words separated by a space below
excellent Yes
Type both words:
Get a new word
Vision Impaired
Help
The Security Check allows us to:
Ensure Fair Access to Tickets
Automated programs known as "Bots" cannot read distorted text as well as humans. The Security Check helps prevent automated programs from blocking other customers from getting tickets.
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Christians
Type the two words:
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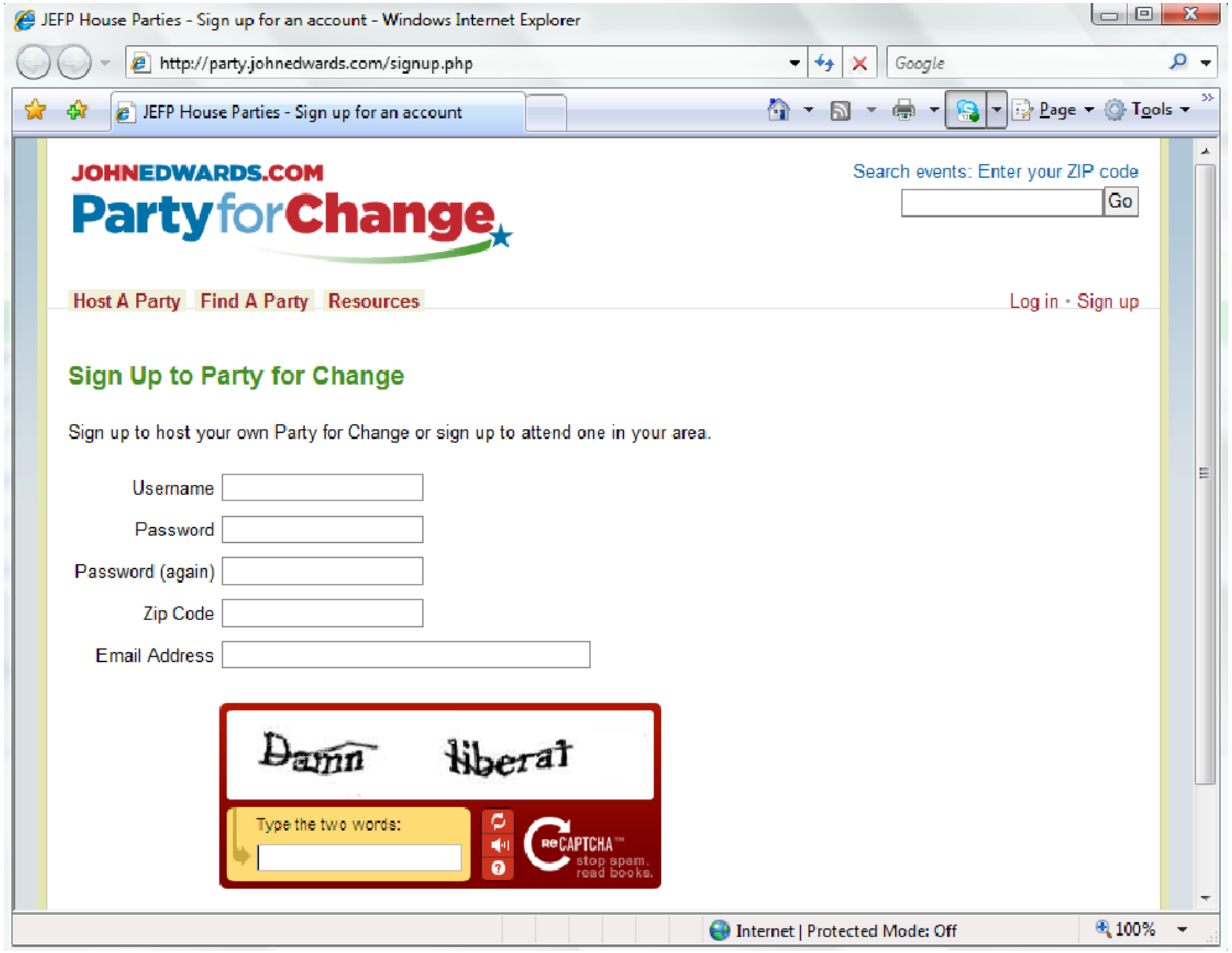
stop spam.
read books.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Go
Host A Party
Find A Party
Resources
Log in · Sign up
Sign Up to Party for Change
Sign up to host your own Party for Change or sign up to attend one in your area.
Username
Password
Password (again)
Zip Code
Email Address
Type the two words:
reCAPTCHA
stop spam.
read books.
Internet | Protected Mode: Off
100%

The New York Times

Years 1851-1980 is completed in 11 months.

400,000,000

(6% of the world's population)

Take home message

- The concept of human-computation
- CAPTCHA fights with internet spam
- reCAPTCHA fights with spam & helps digitizing books

Think differently!!