

# Motivating Engagement and Performance in Crowdsourced Image Labelling Through Gamification

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## Contribution

Building effective collaborative gamification CS labeling task to enhance workers engagement and performance.

## INTRODUCTION

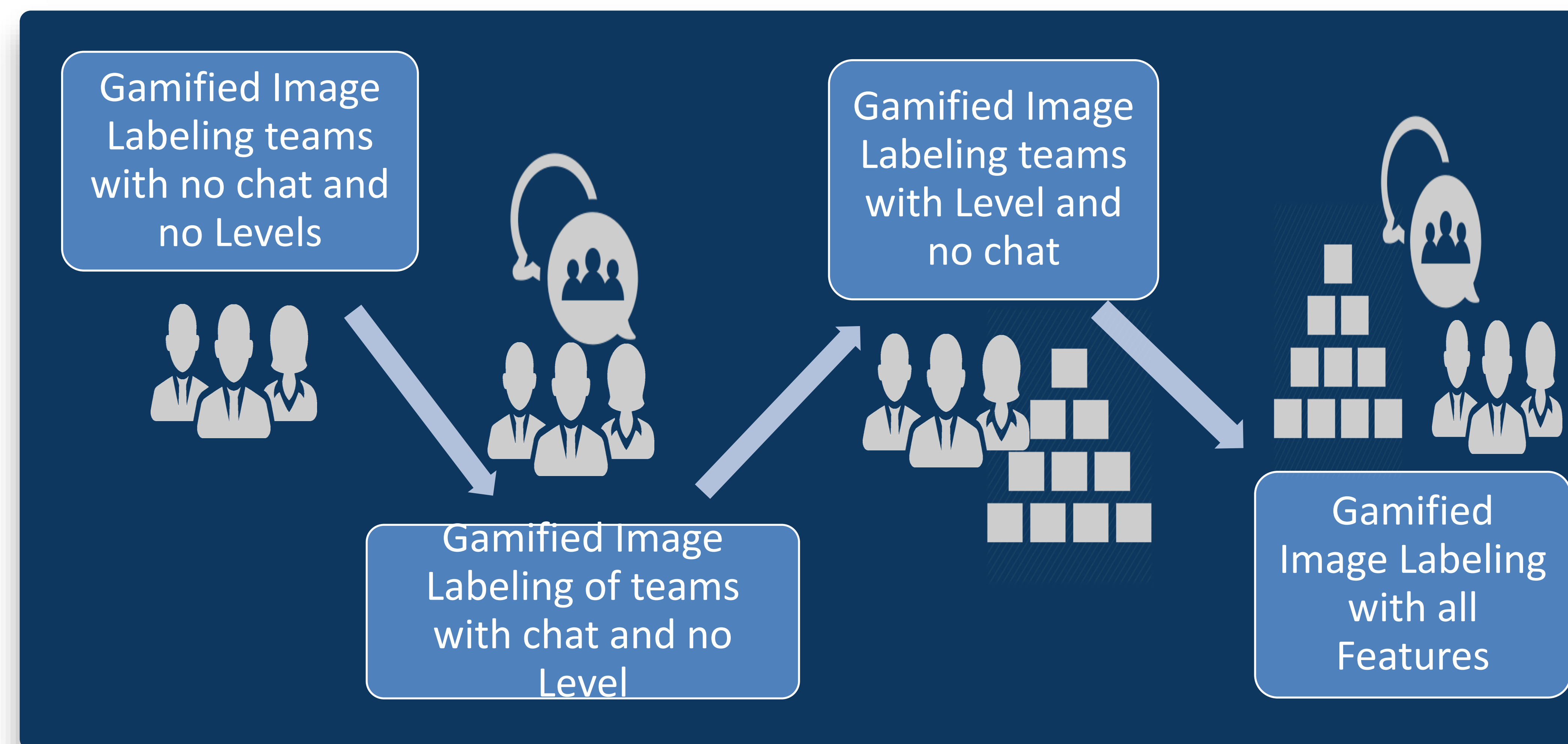
The crowdsourcing platforms' popularity has grown in recent years for a variety of tasks, including labeling tasks. Labeling tasks have repetitious and tedious nature causing a decline in workers' performance and engagement. Researchers have looked into incorporating gamification elements into crowdsourcing activities to improve workers' motivation and performance. This study focuses on studying the impact of different gaming techniques such as teams, real-time chat, and levels building on worker engagement and performance in labeling tasks.

## OBJECTIVE

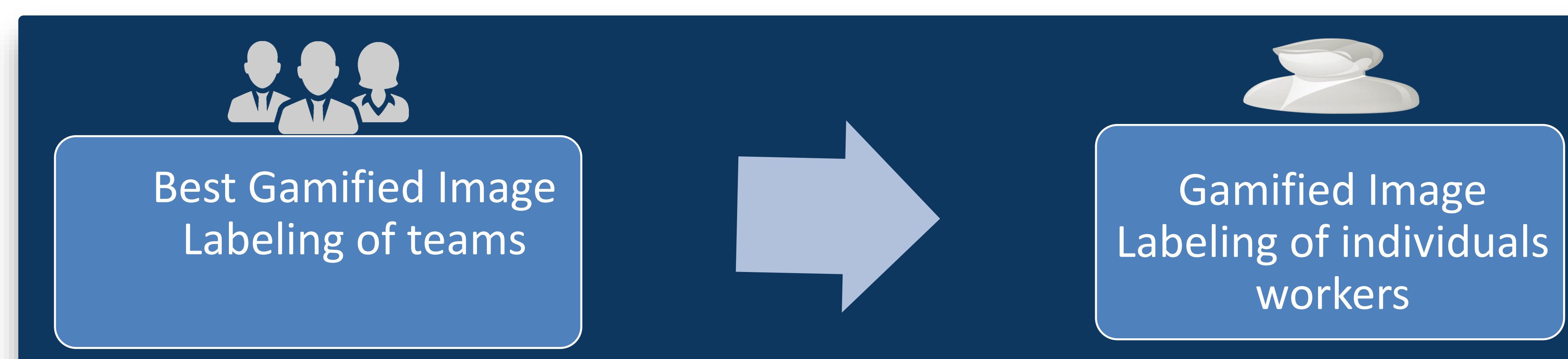
Enhancing crowdsourcing workers' engagement and performance in labeling task, by integrating game elements such as chat features, Levels building, and scoring mechanisms.

## METHODOLOGY

**Phase 1: Between Groups:** gamified task design of teams' collaboration with different features:



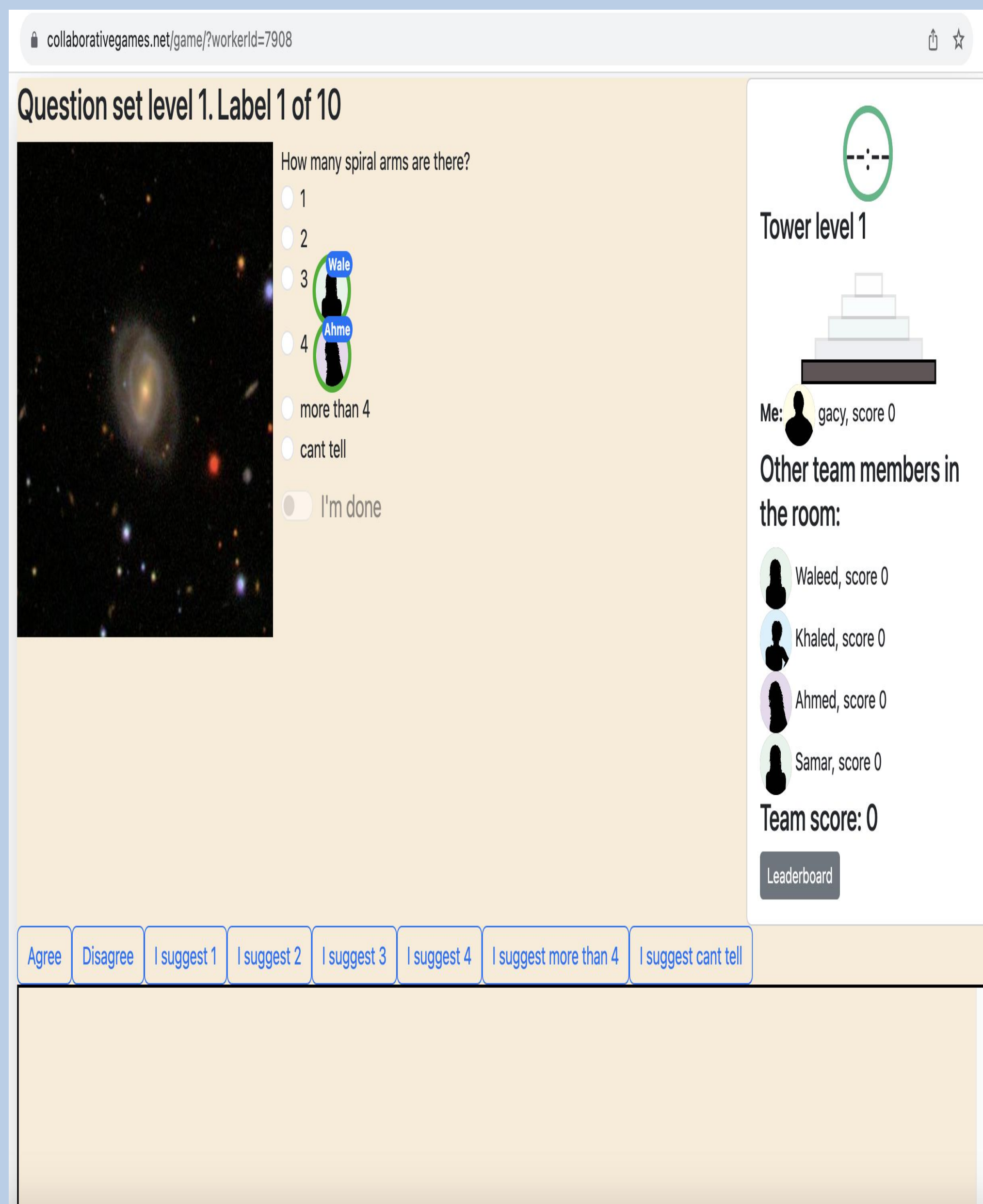
**Phase 2: Within Groups:** The best design of Phase 1 and an individual gamification task that contains all features except the chat element.



## Research Questions

- 1) How does the integration of gamification mechanisms, such as teams' cooperation, live chat discussion with agreement features, and level building influence workers' engagement and performance?
- 2) What are the subjective experiences and perceptions of workers regarding these gamified labeling tasks?

## System Interface



Contact Info