

# Task assignment for social-oriented crowdsourcing

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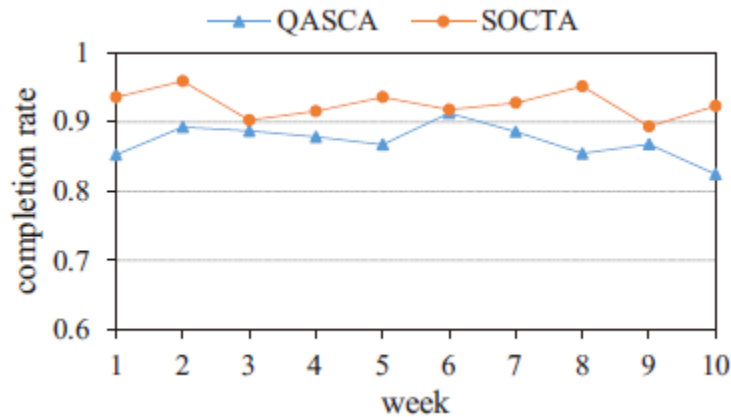
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# Problems & Ideas

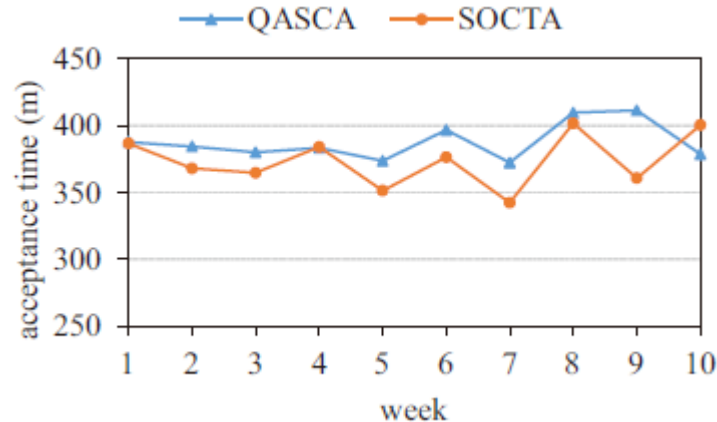
- The performance of Social-oriented Crowdsourcing (e.g. *Wikipedia*) relies on the match between tasks and workers, i.e., **Task Assignment**
  - Consider the **social relationships** formed during crowdsourcing as one of the important factors for **task assignment**
  - The **task assignment** results in turn contribute to the evolution of **social relationships**
- Ideas: an online-to-offline crowdsourcing prototype system which not only offers basic crowdsourcing services but also convenient social networks services
  - Propose a worker-task preference accuracy estimation algorithm based on the respective Probabilistic Matrix Factorization and joint probabilistic graph model representation;
  - Propose a greedy task assignment algorithm to find approximate optimal worker-task pairs among multiple crowdsourcing tasks based on the above worker-task preference accuracy matrix.

# Main Contributions

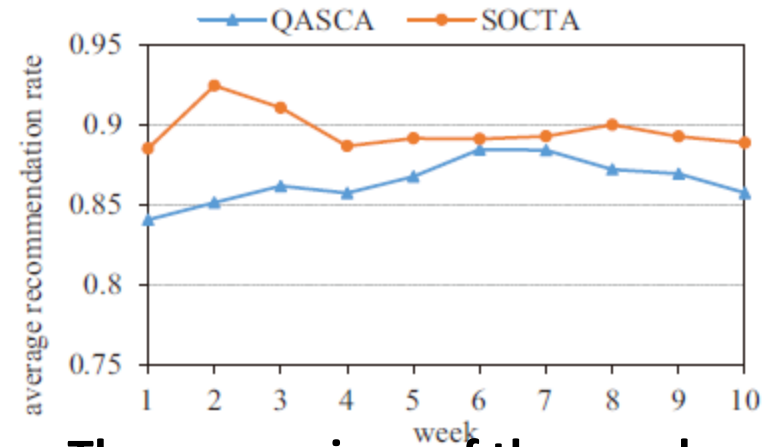
- The comparison of the completion rate.



- The comparison of the acceptance time.



- The comparison of the average recommendation rate



- The comparison of the number of new friends.

