



AUGUR

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"The Graduate Program for the Left and Right Brain"





PROJECT: AUGUR



ETC*global*
Carnegie Mellon



Our Mission:



Our Mission:

- Make Artificial Intelligence Better



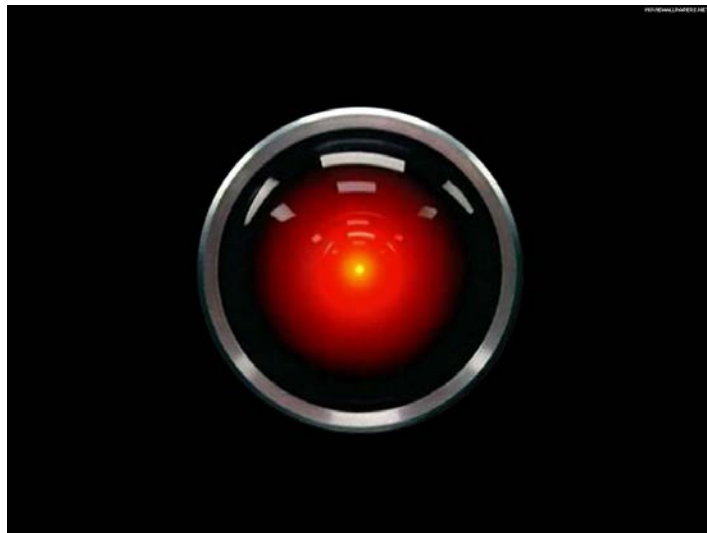
Our Mission:

- Make Artificial Intelligence Better



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Anticipation and Prediction

Ability to make a logical GUESS of user behavior



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We need to observe human behavior!



- Crowd Source Labor
- Digital Distribution
- Low Cost



Our Gameplan

1. Construct small prototypes and tools



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3. Collect data on users/players

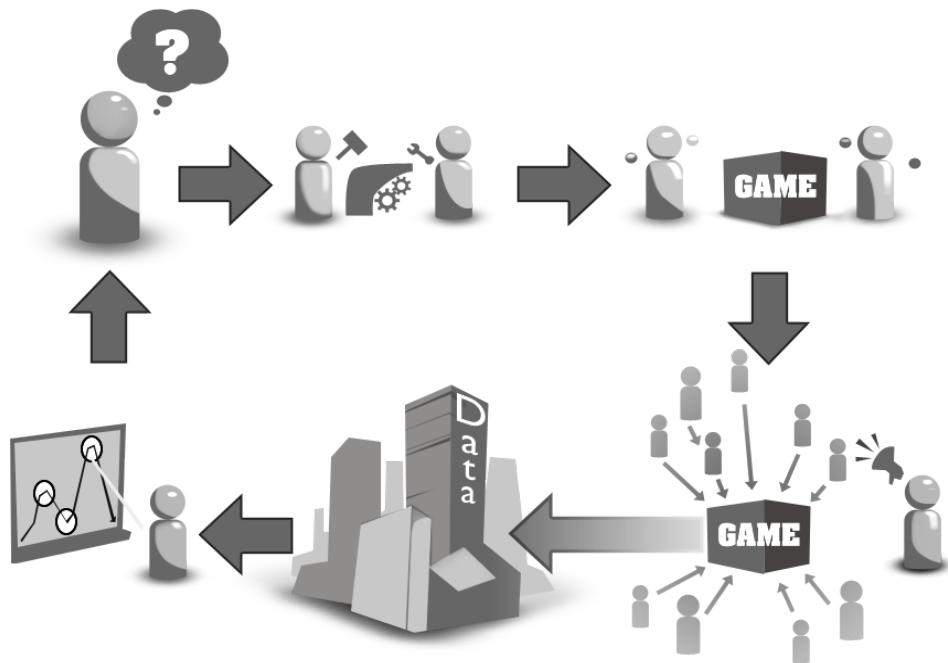


Our Gameplan

1. Construct small prototypes and tools
2. Launch products on Mechanical Turk
3. Collect data on users/players
4. Study data and formulate new questions



Cyclic Iteration





End Results

- 3 Full Prototypes
- 2-3 Iterations for each prototype
- 3 Databases for collecting data about user experience





Respondents

- More than 3600 Tests
- 2500+ Unique Testers
- Final Budget Cost
 - Approximately \$470
 - Average cost per test: \$0.17



Why Mechanical Turk?

- Digital!
- Broad User Base (Not Just Gamers)
- User/Test Control
- Incentives



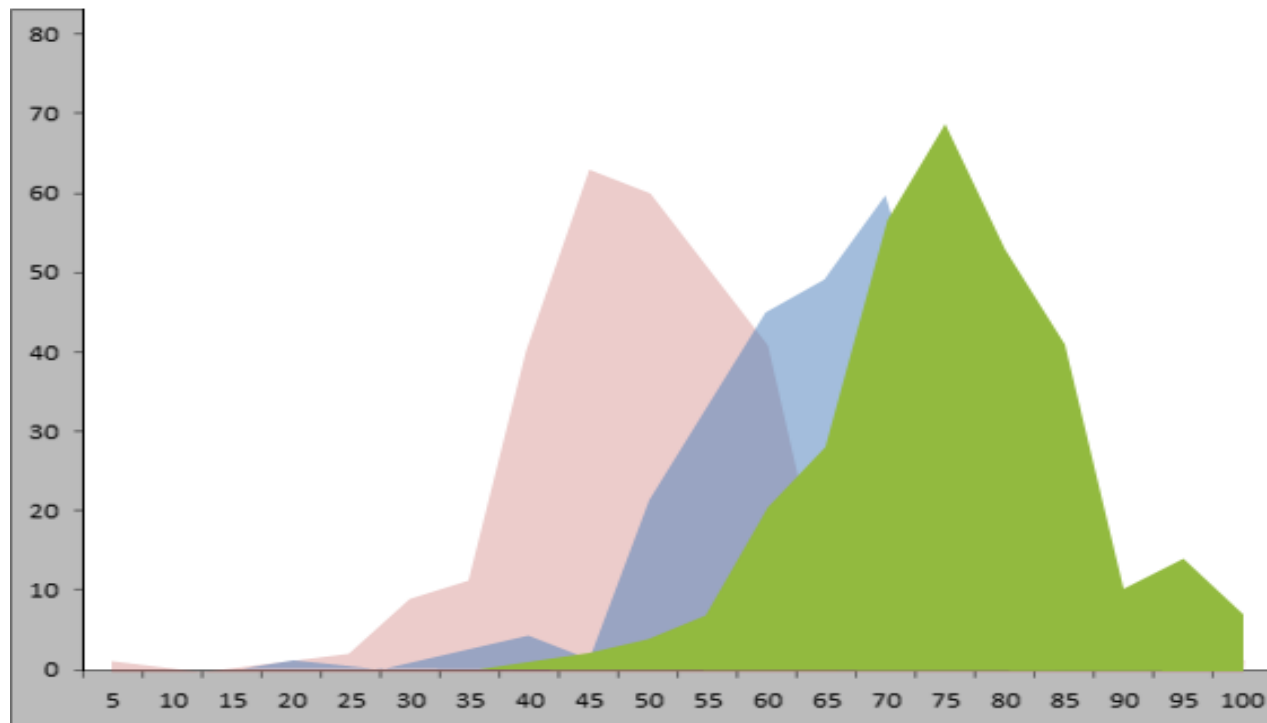
The Tip Anecdote

- Tipping as a Motivator
- Increased Player Investment
- Interest Spike
- Returning Players



And the AI?

Node Based N-Gram





Takeaways

- Games as tools have unique advantages
- Digital Online Crowdsourcing can rapidly streamline survey or reporting projects
- Clever Incentives can help generate more investment from User Communities



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Special Thanks

The Team:

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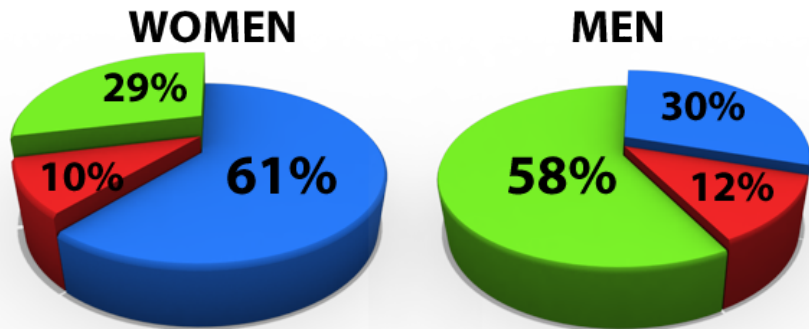
Sabina Fletcher

<http://www.etc.cmu.edu/projects/augur/>



Interesting Findings

INVESTOIDS PLATFORM PREFERENCE Experienced Players (3+ Plays)



MAZE RACE RESULTS

