Spatial Crowdsourcing
Challenges and Opportunities

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The Framework of gMission

- gMission: A general spatial crowdsourcing system
The Award about gMission

- gMission: VLDB 2014 Best Demo Award
My student achievement
Challenges

- Incentive Design

Altruistic?

Money-expecting?


- Caleb Chen Cao, Yongxin Tong, Lei Chen, H.V. Jagadish, "WiseMarket: A New Paradigm for Managing Wisdom of Online Social Users", KDD 2013

- Caleb Chen Cao, Lei Chen, H. V. JagadishFrom “Labor to Trader: Opinion Flirtation in Online Crowdsourcing Markets”, KDD 2014
Challenges

- Task Assignments

- Peng Cheng, Xiang Lian, Zhao Chen, Rui Fu, Lei Chen, Jinsong Han, Jizhong Zhao: Reliable Diversity-Based Spatial Crowdsourcing by Moving Workers. VLDB 2015.

- Ting Wu, Lei Chen, Pan Hui, Chen Jason Zhang, Weikai Li: Hear the Whole Story: Towards the Diversity of Opinion in Crowdsourcing Markets. VLDB 2015

- Caleb Chen Cao, Jieying She, Yongxin Tong, Lei Chen: Whom to Ask? Jury Selection for Decision Making Tasks on Micro-blog Services. VLDB 2012
Challenges

- Quality Control

- Chen Jason Zhang, Lei Chen, H. V. Jagadish, Caleb Chen Cao, "Reducing Uncertainty of Schema Matching via Crowdsourcing", VLDB 2013

- Chen Jason Zhang, Yongxin Tong, Lei Chen, “Where To: Crowd-Aided Path Selection”, VLDB 2015

Opportunities

Our team is working towards the first open source spatial crowdsourcing platform Gmission!, Welcome join us!