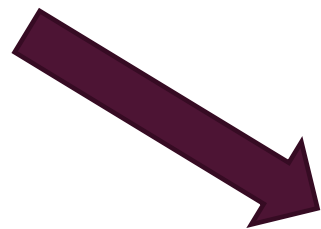
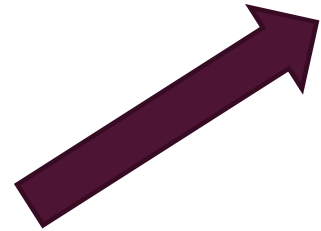
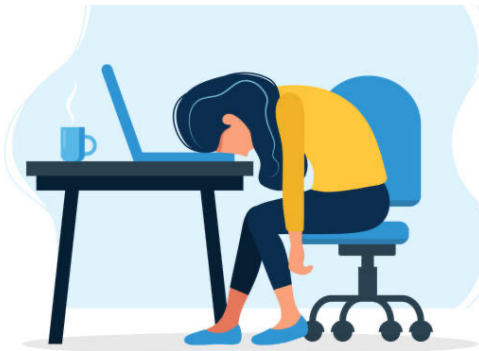


Many Approaches Have Been Developed to Enable the Completion of Complex Tasks by the Crowd



Setting Goals Has
Been Shown to
Enhance Learning
and Performance
in Students and
Employees



The Effects of Goals in the Context of Crowdsourcing Are Unclear

Step 1: Set Goals

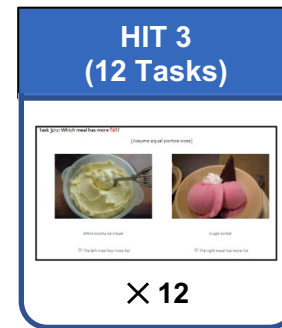
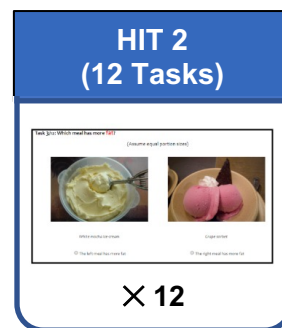
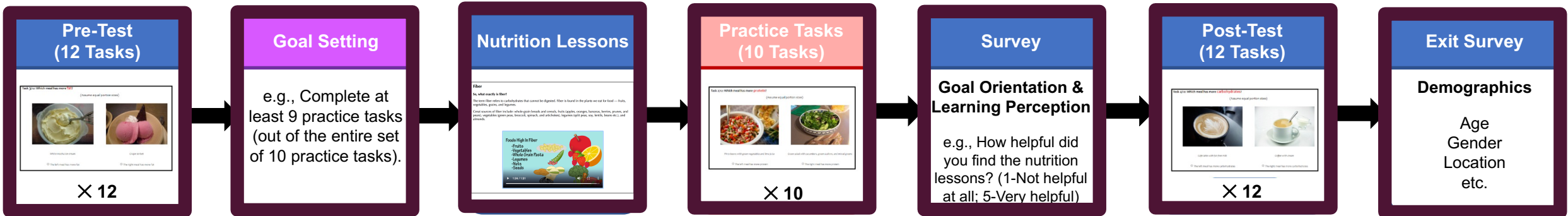
Step 2: Learn New Skill/Information

Step 3: ???

Step 4: Profit 



Experimental Procedure



Practical Implications for Setting Goals When Training Crowd Workers

- ❖ Additional studies should be done to further explore ways to **personalize goals** for workers in order to see greater benefits when training for complex tasks
- ❖ Behavioral goals **increase adoption** of desired behavior, and future work should be done to discover how to make workers see the merit of this desired behavior



Thank You!