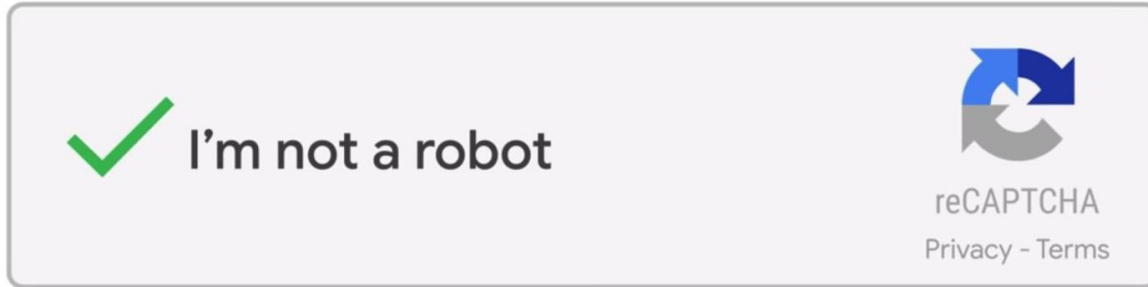


Crowdsourcing

reCAPTCHA



Completely
Automated
Public
Turing test to tell
Computers and
Humans
Apart



Luis von Ahn

- Guatemalan entrepreneur
- Consulting Professor at Carnegie Mellon University in Pittsburgh, Pennsylvania.
- Known as one of the pioneers of crowdsourcing.

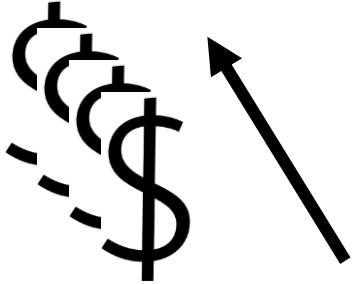
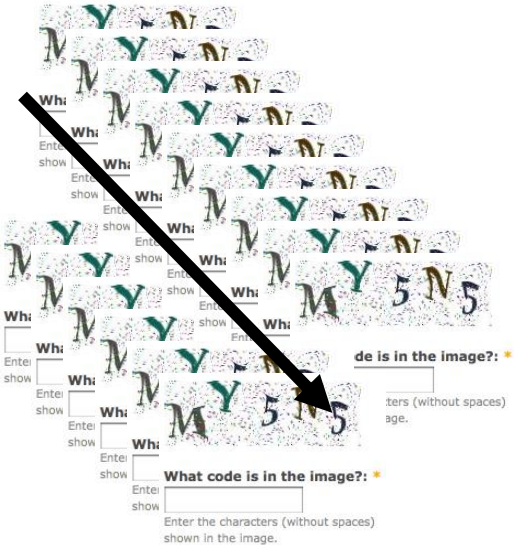


The problem:

"Anybody can write a program to sign up for millions of accounts, and the idea was to prevent that" Luis von Ahn

Ealier CAPTCHAs

2010: Luis invents CAPTCHA
Business model B2B/B2C: The Captcha company sells captchas for around 30 \$ per 1000 of them



The idea

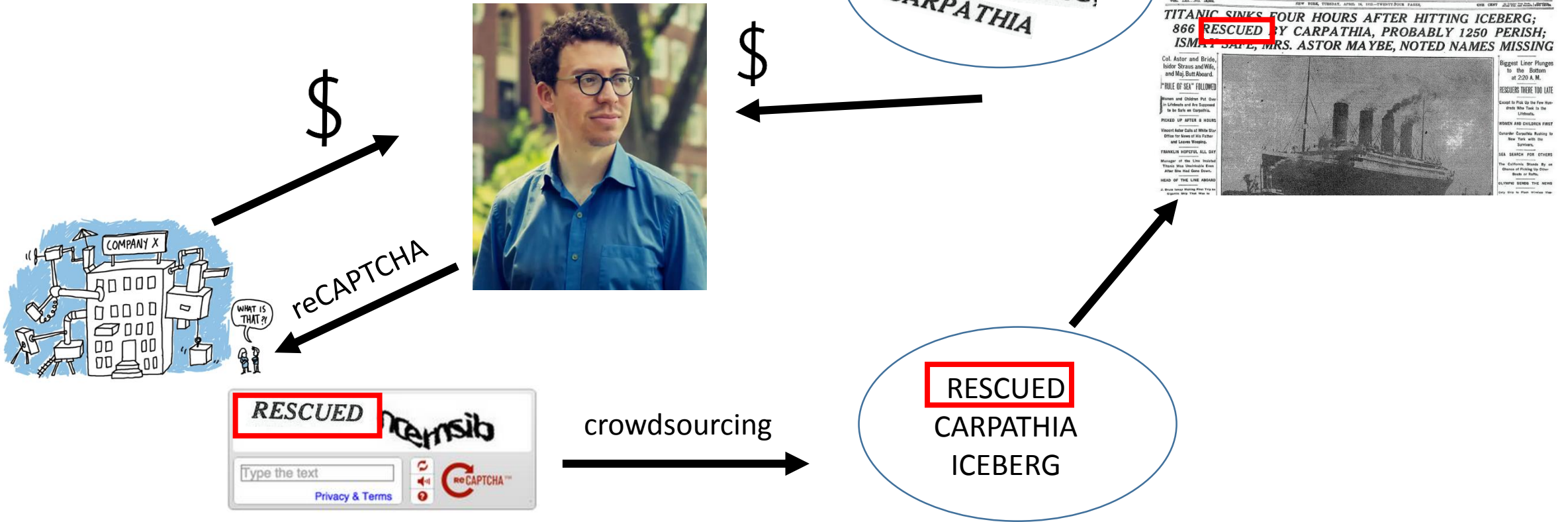
Situation before 2007: CAPTCHAs were many and working well

The thought of Luis:

- Hundreds of thousands of combined human hours were being wasted each day, 200 million captchas were solved daily
- Book digitalisation: at the time Optical Character Recognition (OCR) software couldn't solve 30 % of the amount of words to be digitalized
- A CAPTCHA could be used with the intention of exploiting that to digitalize old books and articles

reCAPTCHAs

2007: reCAPTCHA is found and a partnership is established to digitize the previous 20 years of New York Times issues within a few months, 13 million articles



reCAPTCHAs

In 2009, reCAPTCHA was purchased by Google for an undisclosed amount for Google Books library, which is now one of the largest digital libraries in the world, or identify street names and addresses from Google Maps Street View.



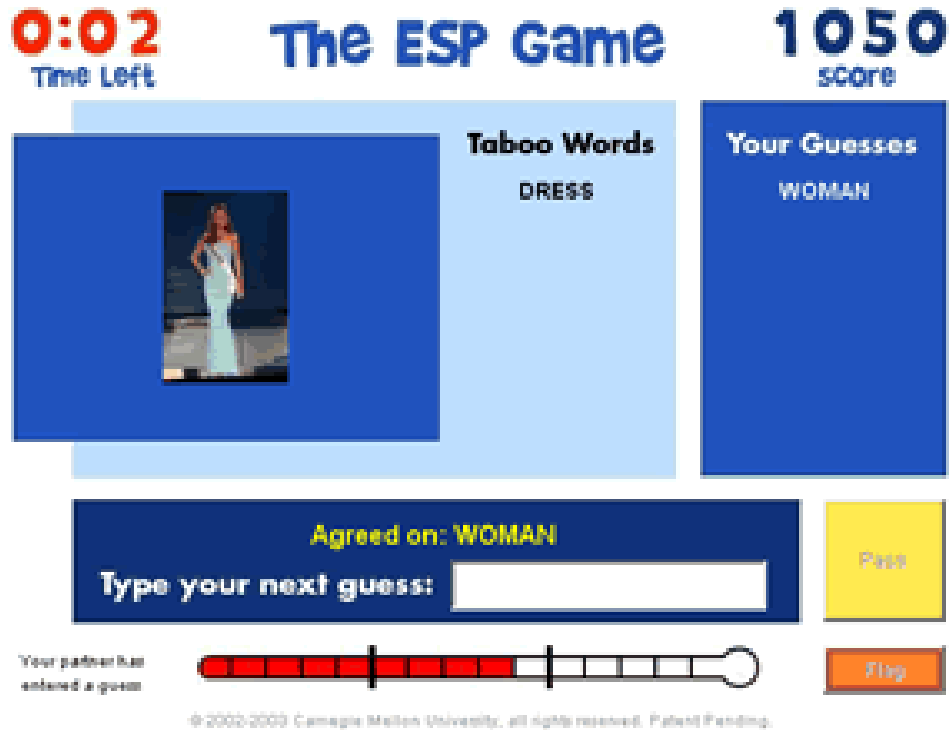
Google Books



Google Street View

If you are not paying for the product, you are the product.

Before and after reCAPTCHA : The ESP game and duoligo



First of von Ahn projects: giving a name to an image: 10 M people playing bought by Google Images



After CAPTCHA: Duoligo
Providing translations for the web through a free language learning program