

# CrowdConf 2010 Announces Agenda

## *Conference on Future of Distributed Work Taking Place in San Francisco October 4, 2010*

San Francisco, CA (PRWEB) September 28, 2010 — CrowdConf ([www.crowdconf.com](http://www.crowdconf.com)), the first conference centered on the emerging field of crowdsourcing and the future of distributed work, announces its agenda for the upcoming Oct. 4, 2010 event.

### **CrowdConf Agenda**

Agenda Highlights include:

- Presentations by LiveOps CEO Maynard Webb; *Wired* Contributing Editor Jeff Howe (and father of the term "crowdsourcing"); George Washington University Professor David Alan Grier; and a virtual presentation by Harvard University Law Professor Jonathan Zittrain.
- Real-Time Crowdsourcing: An Interactive Demonstration with the audience  
Panel discussions on "Determining the Power of Crowdsourcing," "Distributed Creativity: The Softer Skills of Human Intelligence," and "Make It Work: Big Ideas and Great Successes"
- Roundtable Discussion: Crowdsourcing for Humanitarian Aid and Development
- Presentations and Poster Spotlights: Research Applications of Crowdsourcing.

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CrowdConf, organized by CrowdFlower, is built around the multifaceted crowdsourcing industry, which helps companies manage projects efficiently while maintaining high standards of quality and streamlining the search process for labor.

### **Full Agenda (as of September 28, 2010)**

8:30-9:00 a.m. Registration opens

9:00-9:10 a.m. Welcome: Lukas Biewald

9:10-9:30 a.m. Jeff Howe, Contributing Editor, *Wired*

9:30-9:50 a.m. "Work, the Next Killer App," Maynard Webb, CEO, LiveOps

9:50-10:20 a.m. Real-Time Crowdsourcing: An Interactive Demonstration hosted by Deborah Shultz & Heather Gold (Altimeter Group)

10:20-10:40 a.m. Break #1

10:40-11:10 a.m. Possible vs. Impossible: Determining the Power of Crowdsourcing

Moderator:

Dan Scholnick (Trinity Ventures)

Panelists: Barney Pell (Microsoft), Ville Miettinen (Microtask), Sharon Chiarella (Amazon Mechanical Turk), Leila Chirayath Janah (Samasource), Martijn Lampert (Motivaction)

11:10-11:30 a.m. "Crowdsourcing in Europe," Wolfgang Kitzka, CEO, [clickworker.com](http://clickworker.com)

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11:30-12:00 p.m. Fundamental Issues and Innovation in Crowdsourcing

Speakers:

"Algorithmic Wage Negotiations: Applications to Paid Crowdsourcing,"

John Horton, Harvard;

"Preventing Satisficing in Online Surveys: A 'Kapcha' to Ensure Higher Quality Data," Adam Kapelner, University of Pennsylvania, and Dana

Chandler, MIT;

"Crowdsourcing for Human Subjects Research," Lauren Schmidt,  
Headlamp Research

12:00-1:15 p.m. Lunch

12:30-1:00 p.m. Roundtable Discussion: Crowdsourcing for Humanitarian Aid  
and

Development

Moderator: Brad Stone

Panelists:

"Sweatshop or Paper Route: Child Labor Laws and In-Game Work," Alek  
Felstiner (U.C. Berkeley, Boalt Hall);

"Crowdsourcing Disaster Response — CrisisCommons and CrisisCamp";  
Andrew Turner (Fortius One & CrisisCommons);

James Davis, U.C. Santa Cruz

1:15-1:45 p.m. David Alan Grier, Author, *When Computers Were Human*

1:45-2:15 p.m. Make It Work: Big Ideas and Great Successes

Moderator: Ethan Kurzweil (Bessemer Venture Partners)

Panelists:

Gary Swart (oDesk);

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Doron Reuveni (uTest);  
Fabio Rosati (Elance);  
Wyatt Nordstrom (Maven Research);  
Patrick McKenna (Keniks)

2:15-2:35 p.m. "Minds for Sale," Jonathan Zittrain, Author, *The Future of the Internet — And How to Stop It*

2:35-2:55 p.m. Break #2

2:55-3:25 p.m. Distributed Creativity: The Softer Skills of Human Intelligence

Moderator:

Tim Ferriss (*The 4-hour Work Week*)

Panelists:

Jason Aiken (99designs);

John Winsor (Victors & Spoils);

Keith Kegley (X PRIZE Foundation);

Saad Khan (CMEA Capital);

Shelley Kuipers (Chaordix)

3:25-3:55 p.m. Presentations and Poster Spotlights: Research Applications of Crowdsourcing

"Crowdsourcing Local Search Relevance," Jean-Francois Paiement, ATTi

"Crowdsourcing Human Problem Solving Strategy," Ananda Prasanna Jagadeesan, University of Strathclyde

"Crowdsourcing Crisis Information: The Future of Humanitarian Response," Patrick Meier, Ushahidi

3:55-4:00 p.m. Closing: Lukas Biewald

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4:00-5:00 p.m. Beer and Wine Reception, demos and posters on display

**Quote:**

Maynard Webb, CEO, LiveOps

"We are pleased to be joining other crowdsourcing players to discuss the profound impact that new models for work combined with innovative technologies and the skills of independent contractors can have on business success," said Maynard Webb, LiveOps Chairman and CEO. "I believe work is the next killer app, and for almost 10 years we have been bringing together a skilled and quality independent workforce with the companies who need a secure and reliable contact center in the cloud."

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### **About the Future of Work**

- With access to a computer and broadband, people can work when and where they want.
- Individuals can now be their own company, market themselves, negotiate rates and decide which work to pursue.
- Companies can access the perfect person for a given job and outsource core functions of their business to people with whom they have no relationship.
- Examples of this phenomenon are countless: everything from coding projects (oDesk), graphic design (99designs), call centers (LiveOps), administrative assistance (Anybots), and expert advice (Maven Research, Gerson Lehrman).

### **About CrowdConf**

CrowdConf will provide insight on future outcomes around a wide range of important issues raised by crowdsourcing, including:

- legal and ethical considerations
- the most effective quality control methods
- incentive structures to get people to complete online work

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- changes to society and the economy based on a distributed workforce
- task design to optimize online work

A wide range of experts will come together to discuss these questions and define the future of distributed work. CrowdConf will feature a series of peer-reviewed presentation tracks, posters, technology demonstrations and keynote addresses from industry leaders on the past, present, and future of crowdsourcing, highlighting innovative projects, experiments, and applications.

### **Event Details**

WHERE: The St. Regis Hotel, 123 3rd Street, San Francisco

WHEN: Monday, October 4, 2010 Registration: 8:30 a.m. Conference: 9:00 a.m.-3:30 p.m.

Hosted Reception: 3:30 p.m.-5:00 p.m.

WHO: 500 of the world's leading researchers, technologists, outsourcing experts, legal scholars, artists, and media will gather to discuss how crowdsourcing is transforming human computation and the future of work. The event will bring together the most influential people in the field for a day of learning and conversation.

HOW: To buy conference tickets, which include lunch and the hosted reception, go to <http://crowdconf.eventbrite.com/>.

Regular tickets (through 5:00 p.m. on October 3, 2010): \$450

Day-of tickets: \$550

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## Contact

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