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Cloudsourcing

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By listening to the crowd, organizations gain first-hand insight on customer needs	
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- Google Chrome, Internet Explorer and Mozilla Firefox. The second Bug Battle took place in October 2009 and thousands of software testers from around the world participated found bugs in Facebook, My Space, and LinkedIn. Twitter applications were the subject of the third Bug Battle in June 2010 and nearly 34,000 in three months was awarded to those reporting the most test feedback. uTest (www.utest.com) is based on the idea that crowdsourcing is better suited to web-based testing than traditional testing models. With crowdsourced testing, the crowd represents a constantly growing pool of users who are more representative (and more vocal) of the apps and users themselves.
- Netflix is also an ongoing open competition for the best collaborative filtering algorithm that predicts user ratings. The idea, based on previous research, is competition is held by Netflix, an online DVD rental service, and is opened for anyone (with some exceptions). The grand prize of \$1,000,000 is reserved for the entry which best matches Netflix's own algorithm for predicting ratings by 10%. Netflix provided a training data set of over 100 million ratings that more than 480,000 users gave to nearly 18,000 movies, which is one of the largest real-world datasets available for research. The related forum maintained by Netflix has seen lively discussions and contributed a lot to the success of this competition. A very relevant fact to the power of crowdsourcing is that most of the top teams are not only academic researchers, but laymen with no prior exposure to collaborative filtering (simply learning the problem space from scratch).
- Dolores Labs provides a crowdsourcing service that enables businesses to outsource repetitive tasks that are difficult to automate. Unlike most other crowdsourcing platforms, the emphasis is on eliciting the wisdom of the crowd, including feedback and quality control while maintaining strict guidelines and rules. This crowdsourcing practice is in the realm of quality standards using statistical and related technical methods.