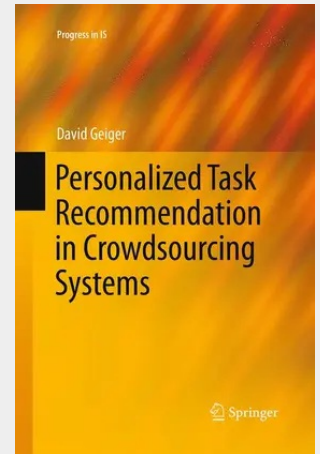


Personalized Task Recommendation in Crowdsourcing Systems

This book examines the principles of and advances in personalized task recommendation in crowdsourcing systems, with the aim of improving their overall efficiency. It discusses the challenges faced by personalized task recommendation when crowdsourcing systems channel human workforces, knowledge, skills and perspectives beyond traditional organizational boundaries. The solutions presented help interested individuals find tasks that closely match their personal interests and capabilities in a context of ever-increasing opportunities of participating in crowdsourcing activities.

In order to explore the design of mechanisms that generate task recommendations based on individual preferences, the book first lays out a conceptual framework that guides the analysis and design of crowdsourcing systems. Based on a comprehensive review of existing research, it then develops and evaluates a new kind of task recommendation service that integrates with existing systems. The resulting prototype provides a platform for both the field study and the practical implementation of task recommendation in productive environments.

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