**Supervisor**: Daniel Bendor: d.bendor@ucl.ac.uk

**Departments**: Experimental Psychology

**Topic**: Crowdsourcing 2.0: How can we better predict future outcomes through crowdsourcing

Crowdsourcing has become an increasing popular method for evaluating products and services (e.g. Yelp and Tripadvisor). One limitation with these methods is that a large number of votes are required to get an accurate representation of the population. The goal of this project is to develop a more efficient method of crowdsourcing, where the expertness of the evaluator is assessed, and used to weight the evaluation. In other words, experts will have more influence on the results than novices. We will run a series of experiments to evaluate whether objective measurements can be used to judge “expertness”, and whether reweighting evaluations based on this improves the accuracy of crowdsourcing.

We are looking for a highly motivated student to take part in this project involving webpage development (for running the experiment) and data analysis.

**Required Skills**: Basic Statistics and PHP (for webpage design) is required. Programming in Matlab is preferable.