



Algorithm Training by the Crowd

10,000 Tweets Categorised Within 24 Hours

"The work done by Crowd Guru annotating Tweets allows us to more easily train algorithms to understand and categorise the content of Twitter messages. As a consequence, we can develop better data-driven products for our customers, which can also draw on unstructured Tweets."

Niels Reinhard, Data Strategist, idalab

Our Client

[idalab](#) is a data science agency from Berlin advising leading companies and start-ups on machine learning, artificial intelligence, and mathematical modelling. In concrete projects, idalab develops algorithms that make it possible to draw innovative added value from data and to actively support the business model.

The Job

Crowd Guru supported idalab with the categorisation and evaluation of Tweets for algorithm training. Idalab needed to know whether a given Tweet has a connection to traffic-related topics. Is it relevant / not relevant / unclear for motor traffic, public transportation, rail traffic, shipping and / or bicycle traffic?

The Challenge for Crowd Guru

The special challenge was in developing the targeted briefing for the Gurus: when should a Tweet be placed in a certain category? Texts are always a matter of interpretation – for this job, however, text had to be categorised according to clear specifications.

The Solution

Crowd Guru split up the entire job into thousands of small units. Or to put it more simply: one task was allocated to each Tweet. Due to the precise task description, the error rate was kept to a minimum.

The Benefits at a Glance

This job really showcased the benefits of using Crowd Guru: The final result was presented to idalab after only one day. This would never have been possible in-house and it saved Idalab money, time, and internal resources.

The Result

Thanks to Crowd Guru, a task that otherwise would have tied up in-house staff for weeks was completed within 24 hours. Crowd Guru prepared the data so that idalab was able to directly integrate it into the workflow and use it right away.

idalab



The Job

10,000 Tweets on traffic-related topics had to be categorised for algorithm learning.

The Solution

The categorisation was performed by the Crowd Gurus, and the result was presented to idalab within 24 hours!



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About Crowd Guru

Crowd Guru is one of the leading crowd-sourcing service providers in Germany. The company's core business is to take large client projects and split them up into micro-jobs, which are fulfilled by micro-jobbers (Gurus). The company uses its own web-based technology for this, listing individual tasks on a platform, processing and reassembling them. Services offered by Crowd Guru include text creation, research, and data processing. Most clients are companies that regularly have to deal with large volumes of data that cannot be processed by computers. Crowd Guru was founded in 2008 and is based in Berlin, headed by Hans Speidel as CEO.

More information on www.crowdguru.de

Need a solution?
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