CrowdCheer: Situational Crowdsourcing of Motivation for Runners

Leesha Maliakal, Northwestern University

Motivation

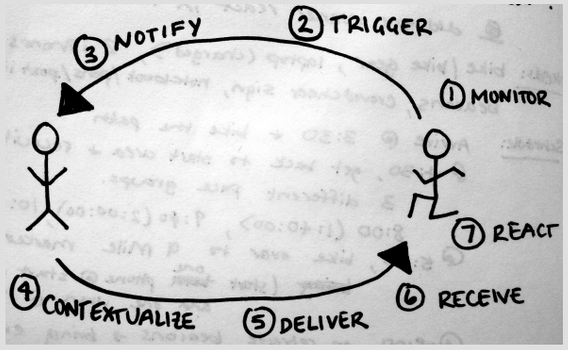
Race spectators tend to cheer at the beginning and end of a race, not during pain points where runners need motivation most.

What if we crowdsourced the power of ad-hoc crowds at events such as a marathon to provide motivational support for runners throughout the race?

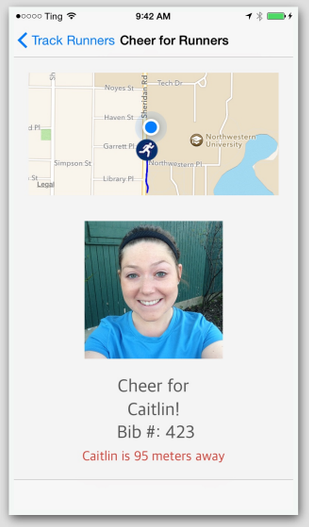
Contributions

We develop a system that coordinates real-time physical crowdsourcing tasks.

We build upon existing behavioral patterns of ad-hoc crowds to design a task that naturally motivates participation.



CrowdCheer



CrowdCheer collects a runner's location data and communicates that back to crowdsourced spectators who are then given enough context to cheer for the runner as they approach.

Interactions

CrowdCheer **monitors** the event, looking for a status change which **triggers** the system to **notify** the crowdworker that the task is temporally approaching. CrowdCheer **contextualizes** the task and the crowdworker **delivers** motivation, which is **received** by the runner who **reacts** positively.

Preliminary Results

Through our iterative design & test cycles, we built a situational crowdsourcing system that considers:

Interaction Design

Providing appropriate context to cheerers at a time and location that allows for end-to-end interaction flow

Motivation Design

Understanding how to help spectators achieve personal goals (i.e. cheering for his sister) while requesting to complete system goals (i.e. interjecting requests to cheer strangers)

Future Work

Intelligently designing the distribution of runners to spectators to support two things: evenly distributed motivational support for participating runners & timely task assignment that does not disrupt the primary goals of the spectator.

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