CrowdCheer: Situational Crowdsourcing of Motivation for Runners

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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.