Analyzing crowdsourced assessment of user traits through Twitter posts

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DATA

1000 users with self-reported gender from linked accounts
1000 users with age extracted using 'Happy X Brithday to @user'
20 random posts from the past 6 months
9 ratings for each user

GENDER

GuessGender @gender - Oct 31
People are now dressing their chickens up for halloween ? This is a thing ? <URL> #Halloween #halloweencostume #fowlfail

GuessGender @gender - Oct 31
Just in case u need more oddly cute pet #halloween costumes , I bring you Captain America guinea pig . <URL> #Halloween2014

GuessGender @gender - Oct 31
I'm sure it goes for men but I'm speaking from a woman's perspective. I see too many women who lose themselves in their mate. Q

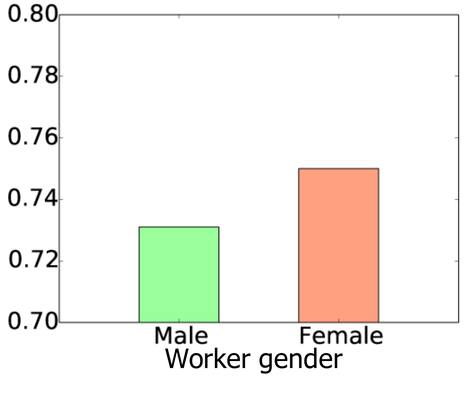
FEMALE MALE

CONFIDENCE: 1 2 3 4 5

Real/Predicted	Male	Male	Female	Female
Male	0.339	0.347	0.159	0.138
Female	0.11	0.112	0.392	0.403

Normalized confusion matrices by worker gender

ACCURACY



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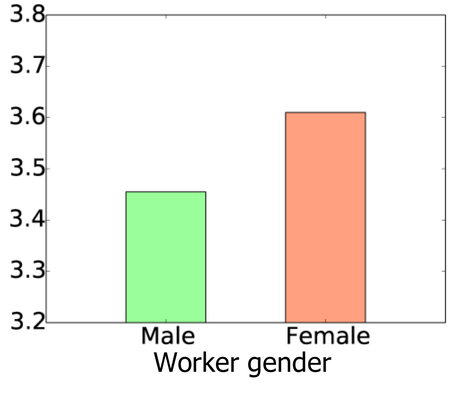


AGE

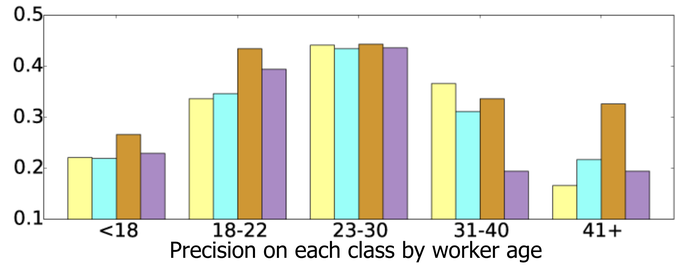
GuessAge @whatage - Oct 31
You're never to old to get soap in your eye

GuessAge @whatage - Oct 31
I'm saving so much money this summer being single

GuessAge @whatage- Oct 31
Don't you hate it when you're about to go to sleep and that next episode of Netflix keeps your attention for another hour

<18 18-22 23-30 31-40 41+

CONFIDENCE: 1 2 3 4 5



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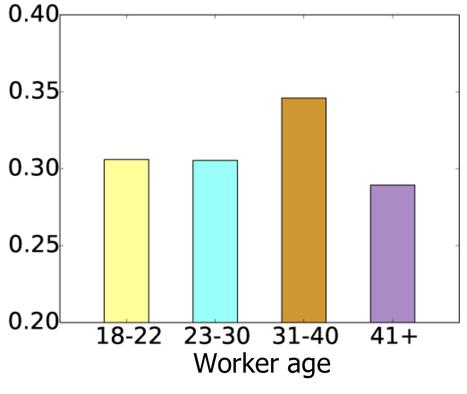

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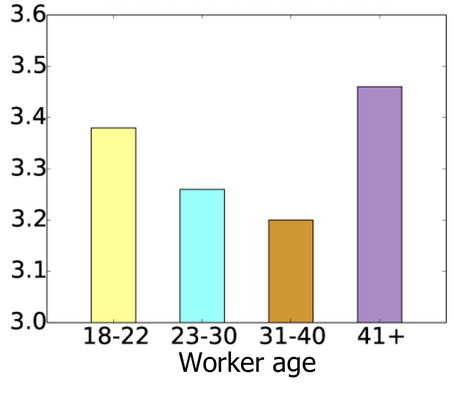

FUTURE WORK

Crowdsource other traits:
- Political Orientation
- Education level

Analyse other worker traits:
- demographic
- psychologic (empathy, personality, etc)

Analyze text features leading to inaccurate assessments
Predict which workers will achieve higher performance to reduce annotation cost