Summary:
Crowdsourcing is successfully engaging networked people to collect information, analyze data and solve problems on-line. However, crowdsourcing is yet to reach its full potential, by lowering the barrier to participation and increasing the reachable population of high-quality contributors. This calls for research to explore mechanisms that facilitate participation of crowd at any time and at any situation. Furthermore, building and deploying crowdsourcing applications that are embedded in our surroundings, beyond the limited, existing, purpose-built prototypes, will require significant progress toward integration with the ubiquitous computing infrastructure.

This workshop challenges researchers and practitioners to think about three key aspects of ubiquitous crowdsourcing. Firstly, to establish technological foundations, what are the interaction models and protocols between the ubiquitous computing systems and the crowd? Secondly, how is crowdsourcing going to face the challenges in quality assurance, while providing valuable incentive frameworks that enable honest contributions? Finally, what are the novel applications of crowdsourcing enabled by ubiquitous computing systems?

Topics:
We are interested in contributions from practitioners and researchers in both industry and academia. Themes include:

1. Crowdsourcing model: What are the key components of the ubiquitous crowdsourcing service? What are the requirements from use cases in academia and industry?

2. Expert and virtual team discovery in evolving networks: How can we describe and categorize experts skills and experiences? Furthermore, for complex tasks, a virtual team of globally distributed experts needs to be assembled, by efficiently matching experts based on skill requirements and social relationships.

3. Incentives and trust: What is the incentive model that would encourage high quality (trusted) contributions on-line? How do we motivate experts to participate? Furthermore, how does an expert's reputation get established through interaction with crowdsourcing systems?

4. Quality Control: What are the novel mechanisms that can be employed to maintain the quality of contributions? How can we distinguish between quality of users when we have so many of them?

5. Crowdsourcing reaches the mobile: How do crowdsourcing solutions integrate with the mobile platforms? What are the new crowdsourcing applications in the mobile domain?

Submissions:
Participants will be selected based on short 4-page papers and demonstrations around the aforementioned topics of interest. All papers should follow the UbiComp submission guidelines (http://www.ubicomp2010.org/templates).

E-mail your submissions to ubicrowd2010@gmail.com

Important Dates:
Submission deadline for abstracts: July 15th
Submission deadline for paper: July 22nd
Notification of acceptance: July 29th
Camera ready deadline: Aug 6th

Workshop co-chairs:
* Maja Vukovic, IBM Research, TJ Watson, Hawthorne, USA (maja@us.ibm.com)
* Ohad Greenshpan, IBM Research and Tel-Aviv University, Israel (ohadg@il.ibm.com)
* Soundar Kumara, Pennsylvania State University, USA (u1o@engr.psu.edu)