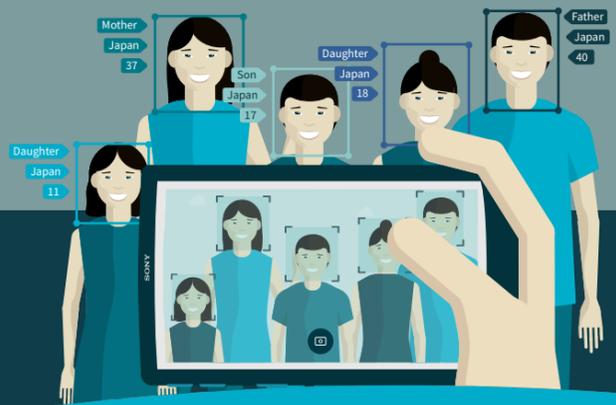




Expanding facial recognition models

How high-quality data promotes inclusivity



The challenge

When a global electronics maker came to DefinedCrowd® with the goal of building more inclusive facial-recognition technology, the objective seemed simple: If given just one portrait containing a family of East-Asian descent, the model needed to be able to **identify each individual person while also understanding that individual's place within the family context**. I.e. recognizing a little girl's face as a little girl's face as well as correctly identifying her as a "daughter."

Training such a model was no easy task, and **required accurately annotated images that adhered to highly specific criteria**: Each portrait needed to contain children, have a minimum resolution of 640x640 pixels, and represent a wide variety of indoor lighting conditions.



The solution

Step 1 Image collection

Step 2 Image tagging

Our globally-spread, actively managed Neevo workforce (45,000+ strong) was well up to this bespoke data collection. First, we sourced **20 unique pictures of 50 different families for a total of 1,000 images from our community**, all **verified** by our team internally to ensure strict adherence to each and every one of the client's specified parameters.

We used those collected images to set up a bounding-box task, where a new batch of Neevo contributors **identified family members and provided their relationships, ages, and countries of origin** (Father, 40, Japan for example). We had those labels **verified and corrected** by the crowd while running RTA's and monitoring crowd behavior to ensure accuracy in the results.



The results

As social media transitions from text to image and sensitive data is increasingly stored through digital channels, the need for facial recognition technology will only continue to grow. By partnering with DefinedCrowd®, our client gained a leg up by obtaining an extremely customized dataset in just six weeks, half the timeframe for this kind of "high-touch" data collection offered by competitors.

Superior Quality



95-98% accuracy

Unmatched Speed



5-10x faster than competition

Global Scale



70+ languages and dialects

Industry leaders are turning away from volume-focused data providers in favor of quality-focused data partners. To learn more about how DefinedCrowd® delivers precision data at speed and scale, get in touch using the links below:

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