

**Anchoring and Framing Information:
ESP coordination games with labels and “Taboo words”**

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Techniques that have been developed for indexing the text of Internet documents do not apply to images. A partial solution called the ESP game was designed to use the Wisdom of Crowds to address the problem of labeling images. In order to collect a diverse set of labels, the game includes a “Taboo words” feature, which is a list of labels that the system has already learned for a given image, and which players are forbidden to use thereon. However, the presence of the “Taboo Words” may influence the user’s thinking. The “Taboo words” game feature will be explored in light of the Framing Anchor Theory described by Tversky and Kahneman, which claims that human judgment is affected by a starting point that is identified as an anchor point. Our basic assumption suggests that being exposed to other’s ideas, in this case labels for images, may affect the user’s creativity and frame and anchor the user’s thinking. In the context of the ESP game, the result is that the Taboo Words feature, originally intended to ensure a diversity of labels, may paradoxically bias and narrow the resulting label set. The purpose of this study is to examine whether player’s labels are influenced by the presence of taboo words, and to suggest a slight game modification that mitigates this undesirable side-effect. The theoretical contribution of the paper regards the application of Framing and Anchoring Theory to a social-textual context, and the practical significance is the improved ESP game as a partial solution to the image-indexing problem.



Figure 1: Main screen of the game support invisible taboo words



Figure 2: Main screen of the game support visible taboo words