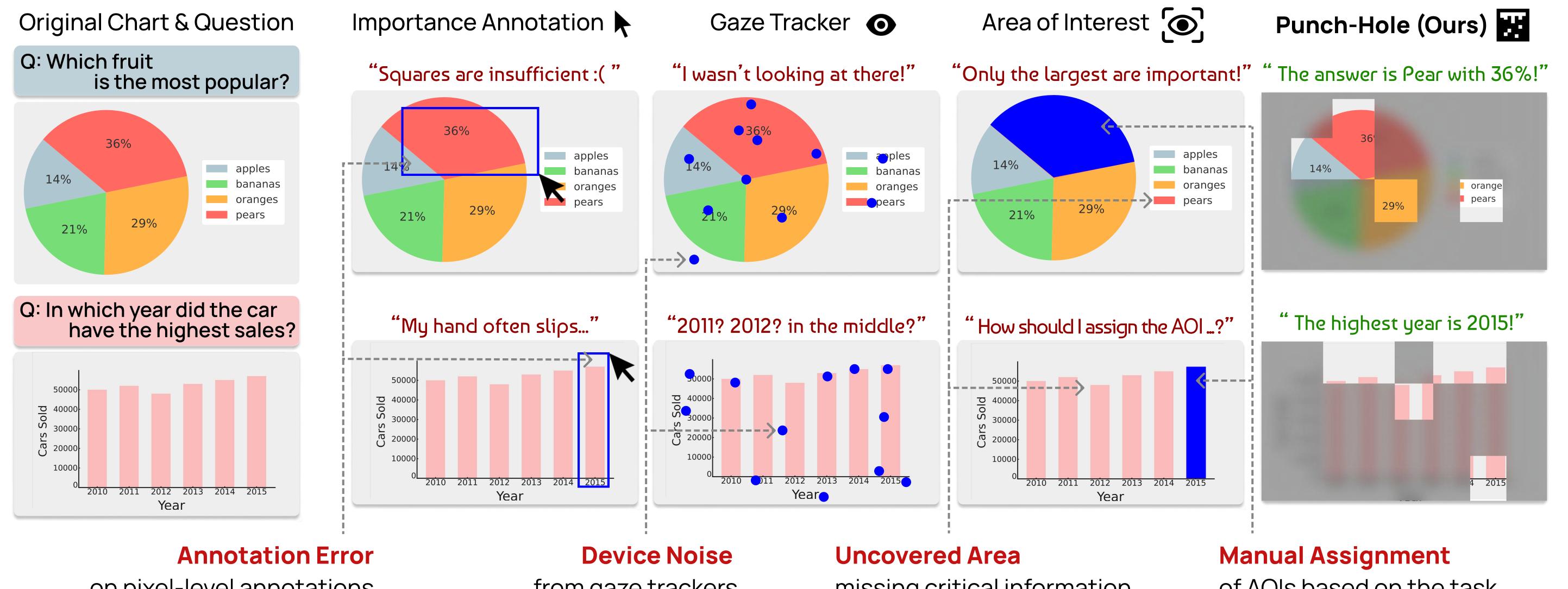
Efficiently Crowdsourcing Visual Importance with **Punch-Hole** Annotation

Minsuk Chang, Soohyun Lee, Aeri Cho, Hyeon Jeon, Seokhyeon Park, Cindy Xiong Bearfield, Jinwook Seo



Extracting Visual Importance with Various Methods



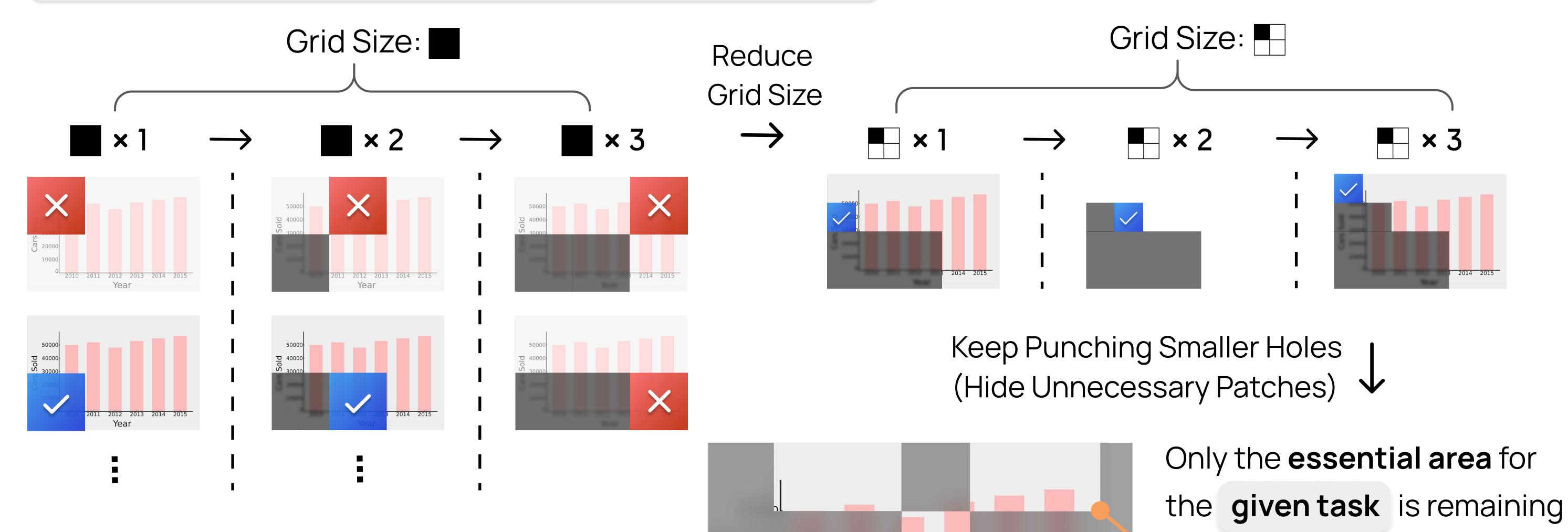
on pixel-level annotations \rightarrow Personal variance

from gaze trackers \rightarrow Post-processing required missing critical information ex: comparison, legend, etc of AOIs based on the task \rightarrow Additional human labor

Process of Punch-Hole Annotation

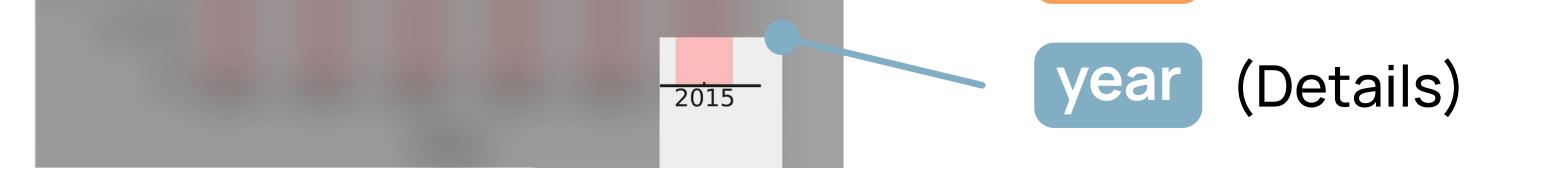
Task: In which year was the car sold the most ?





Hide patches and ask people whether the hidden ones are





Advantages & Contribution



Show-And-Verify

All patches are considered important

Coverage of Essential Areas

Easy to merge collected responses

Discrete Responses

Required Participants





(Comparison)

Dichotomous answers w/o drawing

mos

Crowdsourcing Accessibility