Figure 1: An example Pin and overview of a board from a Pinterest user with 5,000 Pins. She used the board to plan food, games, and decorations for a New Year's Eve party. It generated 11 repins from 132 followers. Her other boards, *Makeahead Meals*, *Next Week's Dinner*, and *5 Minutes* also help structure her everyday productivity.

Crowdpowered Ideas and Plans: Everyday Productivity on Pinterest

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Abstract
Pinterest users may enjoy the largest crowdpowered support network for learning and planning everyday activities. We argue that the strength of Pinterest and its users success is due to the *Pin* and what it often represents: an idea, amount of time, goal, and expected payoff. As Pins are combined into boards, they provide unique solutions to open ended ideation activities that meet a particular need. Linder et. al found Pinterest users both collect Pins to address immediate needs and as repositories of practical ideas for future use. This paper investigates how curation increases productivity on everyday tasks.
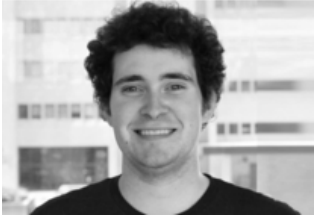
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ACM Classification Keywords
H.5.m [Information interfaces and presentation]: Misc.

Introduction
Pinterest users may enjoy the largest crowdpowered support network for learning and planning everyday activities. We argue that the strength of Pinterest and its users success is due to the *Pin* and what it often represents: an idea, amount of time, goal, and expected payoff. As Pins are combined into boards, they provide unique solutions to open ended ideation activities that meet a particular need. This is an example of Information-Based Ideation [1], in which people choose and combine information to inspire

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solutions to open-ended problems. Linder et. al found Pinterest users both collect Pins to address immediate needs and as repositories of practical ideas for future use [2]. This paper investigates how curation increases productivity on everyday tasks.

Crowdpowered Ideas
We see Pinterest as a crowdpowered platform for brainstorming. Over 100 million users are active on Pinterest. As they add a Pin to a board they own, it becomes added to their followers' feeds. Four out of five Pins are "repins" from another's board [2]. When people follow other users and boards, they take advantage their activity. Pinning for themselves, they distribute useful Pins to others.

Pins can have any image, but they tend be oriented toward everyday interests: DIY, recipes, crafts, and small projects. They link to source web pages and, for recipes, contain extra metadata. However, a Pin's image can be sufficient. For example, a Pin from a board from Figure 1 includes a three panel micro-tutorial for "glittering" a champaign bottle. Pinterest users create boards for managing these ideas and micro-tutorials.

Boards as a Todo Lists and Compositions of Small Tasks
Linder et. al found that people do not think of Pins as merely images, but as ideas, goals, and components of plans [2]. Engaged in Information-Based Ideation [1], Pinterest users select Pins that solve multiple complex constraints. For example, see Figure 1, which shows a board/plan for a New Year's Eve party, containing recipes, games, and decorations.. This is a kind of plan, where each Pin can be thought of as a microtask, where the macrotask is preparing for the party. By creating this board, the author created an informal plan of action, a todo list for selfsourced [3] work. The same author curated 5-minute-tasks across a range of topics. Unlike traditional lists, the board doubles as a visual goal and overview of each part of the party as a whole.

Pinterest Can Mean Productive
In practice, Pins represent work and are used to increase everyday productivity. Despite not directly supporting todo lists, goals, or task decomposition, Pinterest provides enough structure for everyday tasks. Pre-planning, via finding Pins while in a queue or public transportation, take advantage of otherwise non-productive moments. Pinterest users use this time to plan a task ahead of time, or to learn new ways to be productive at home.

Researchers and designers should create new tools that embrace informal and visual representations of microtasks. This supports everyday selfsourcing, not for information work, but for everyday life. Pinterest users asserted their activity on Pinterest as productive, or at least more productive than using Facebook and Twitter [2]. They find useful ideas and create unique solutions to their needs. Pins represent very short tasks, composable building blocks for larger tasks. People use curation to use small moments to increase their quality of life over time.

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