

How are participants recruited
online?

Online Recruiting

Recruiting participants online

- Amazon's Mechanical Turk (MTurk) is the largest pool of online participants
- It is not the only pool:
 - RapidWorkers
 - MicroWorkers
 - ...
 - Crowdfunder (aggregates across sites)

Mechanics

- Register to post jobs on MTurk or a similar online worker marketplace
 - MTurk calls these Requester Accounts

Posting a task mechanics

Details required:

- How many participants you want
- How much you are willing to pay them
- How long they have to complete the task
- The maximum amount of time before they are paid

Posting a task mechanics

Setting up your HIT

Reward per assignment

Tip: Consider how long it will take a Worker to complete each task. A 30 second task that pays \$0.05 is a \$6.00 hourly wage.

Number of assignments per HIT

How many unique Workers do you want to work on each HIT?

Time allotted per assignment

Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.

HIT expires in

Maximum time your HIT will be available to Workers on Mechanical Turk.

Auto-approve and pay Workers in

This is the amount of time you have to reject a Worker's assignment after they submit the assignment.

Selecting a task mechanics

Workers see a list of tasks organized by

- How much the task pays,
- How recently it was posted
- Which requester posted it

Selecting a task mechanics

Evaluate Search Results

[View a HIT in this group](#)

Requester: [Powerset](#) HIT Expiration Date: April 1, 2008 Reward: \$0.02
Time Allotted: 10 minutes HITs Available: 1114

Select the Best Category For a Product

[View a HIT in this group](#)

Requester: [Channel Intelligence](#) HIT Expiration Date: April 24, 2008 Reward: \$0.01
Time Allotted: 10 minutes HITs Available: 425

Expedited Podcast Transcription

[View a HIT in this group](#)

Requester: [Casting Words](#) HIT Expiration Date: March 30, 2008 Reward: \$4.95
Time Allotted: 4 hrs 30 minutes HITs Available: 2

Selecting a task mechanics

Provide Information about a Product	Request Qualification (Why?) View a HIT in this group	
Requester: Instant.ly	HIT Expiration Date: May 5, 2015 (4 weeks 1 day)	Reward: \$0.05
	Time Allotted: 25 minutes	HITs Available: 45074
Inv B 2	Request Qualification (Why?) View a HIT in this group	
Requester: rohzi0d	HIT Expiration Date: Apr 22, 2015 (2 weeks 2 days)	Reward: \$0.00
	Time Allotted: 48 minutes	HITs Available: 13440
Geo Result Relevance-Tue Mar 31 09:31:48 PDT 2015	Take Qualification test (Why?) View a HIT in this group	
Requester: Amazon Requester Inc.	HIT Expiration Date: May 2, 2015 (3 weeks 5 days)	Reward: \$0.00
	Time Allotted: 60 minutes	HITs Available: 11036
Label Applications	Request Qualification (Why?) View a HIT in this group	
Requester: Charles	HIT Expiration Date: Apr 8, 2015 (2 days 14 hours)	Reward: \$0.00
	Time Allotted: 2 hours	HITs Available: 9014
Type the text from the images, carefully. Productivity and bonuses guaranteed.	View a HIT in this group	
Requester: CopyText Inc.	HIT Expiration Date: Apr 12, 2015 (6 days 23 hours)	Reward: \$0.01
	Time Allotted: 10 minutes	HITs Available: 8999
Find the business name, address and phone number for the given URL.	Request Qualification (Why?) View a HIT in this group	
Requester: Jordan MacAvoy	HIT Expiration Date: Apr 11, 2015 (5 days 9 hours)	Reward: \$0.08
	Time Allotted: 8 hours	HITs Available: 4030
Find 3 fields of information of a person	Request Qualification (Why?) View a HIT in this group	
Requester: Pablo Tirado	HIT Expiration Date: Apr 9, 2015 (3 days 18 hours)	Reward: \$0.05
	Time Allotted: 60 minutes	HITs Available: 3936
Product Search Relevance Side By Side - US (Closed)-Sun Apr 05 17:58:09 PDT 2015	Take Qualification test (Why?) View a HIT in this group	
Requester: Amazon Requester Inc.	HIT Expiration Date: Apr 15, 2015 (1 week 2 days)	Reward: \$0.00
	Time Allotted: 10 minutes	HITs Available: 3420

Completing a task mechanics

After a worker selects a task

- A hold is placed on one assignment for that worker (no other worker can claim it)
- The worker must complete the task before the allotted time expires

Reviewing a task mechanics

After a worker completes a task

- You are sent the results
- And you must accept or reject their work
- Usually within a few days

Reviewing a task mechanics

Decide quickly and accurately if two pairs of shapes are the same

Status Delete

Status: Pending
Review

100% submitted100% published

Assignments Completed: 100 / 100 **Average Time per Assignment:** 11 minutes 10 seconds **Average Hourly Rate:** \$9.940
Creation Time: March 23, 2015 5:09 AM PDT **Completion Time:** March 23, 2015 5:57 AM PDT

Settings

Steve similarity triads 2 samediff

Description: Decide quickly and accurately if two pairs of shapes are the same
Keywords: short, fun, study
Qualification Requirement: HIT Approval Rate (%) for all Requesters' HITs greater than or equal to 97
Number of HITs Approved greater than or equal to 1000

Number of Assignments per HIT: 100
Reward per Assignment: \$1.850
Input File:

HIT expires on: EXPIRED
Assignment duration: 30 minutes
Auto Approval Delay: 8 hours

Results Results

Assignments pending review: 0
Assignments approved: 100
Assignments rejected: 0

Cost Summary

Estimated Total Reward: \$185.000
Estimated Fees to Mechanical Turk: \$18.500 ([fee details](#))
Estimated Total Cost: \$203.500

These costs are only an estimate until all of the assignments have been submitted and reviewed.

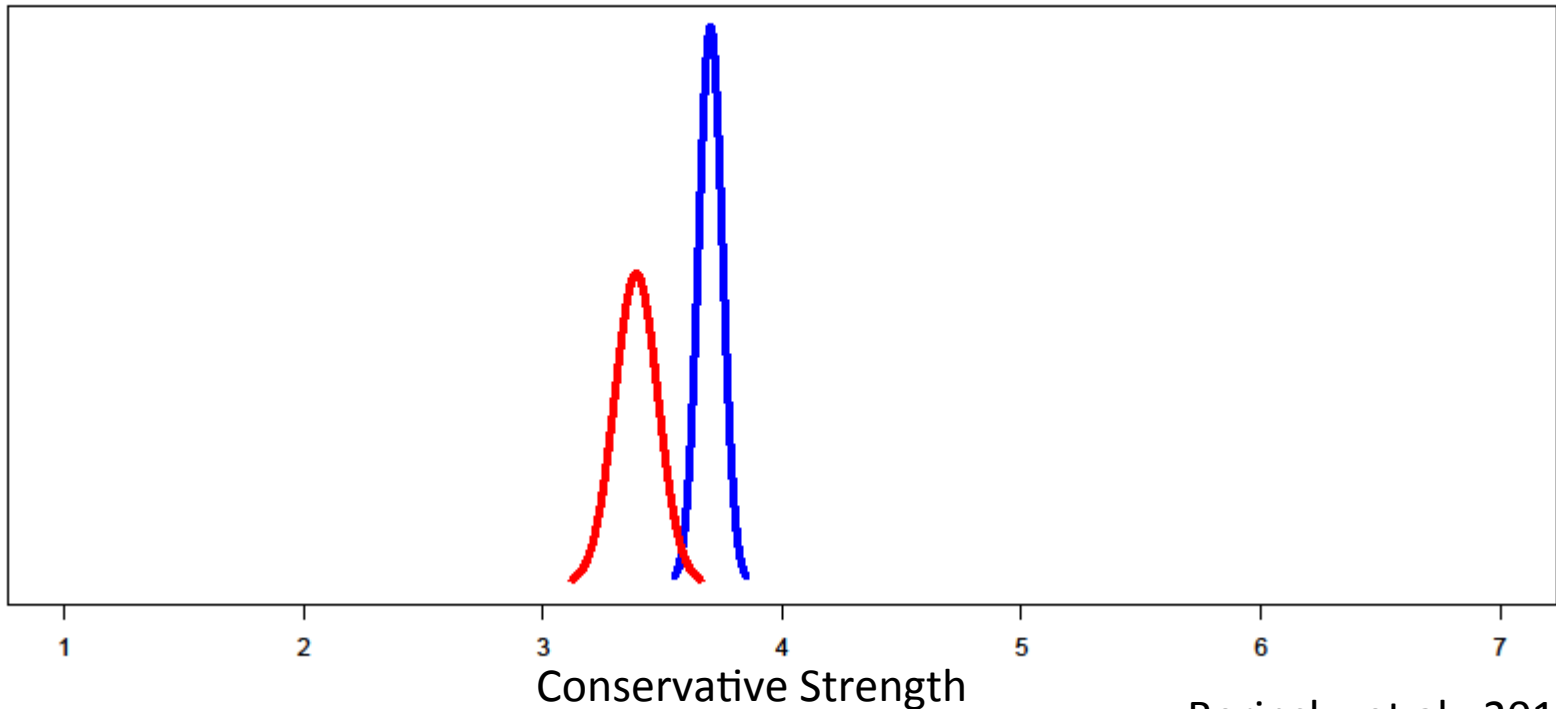
Payment mechanics

- Requesters pay upfront for all assignments in a task
- After the results are accepted the payment is distributed to workers

Online Participants

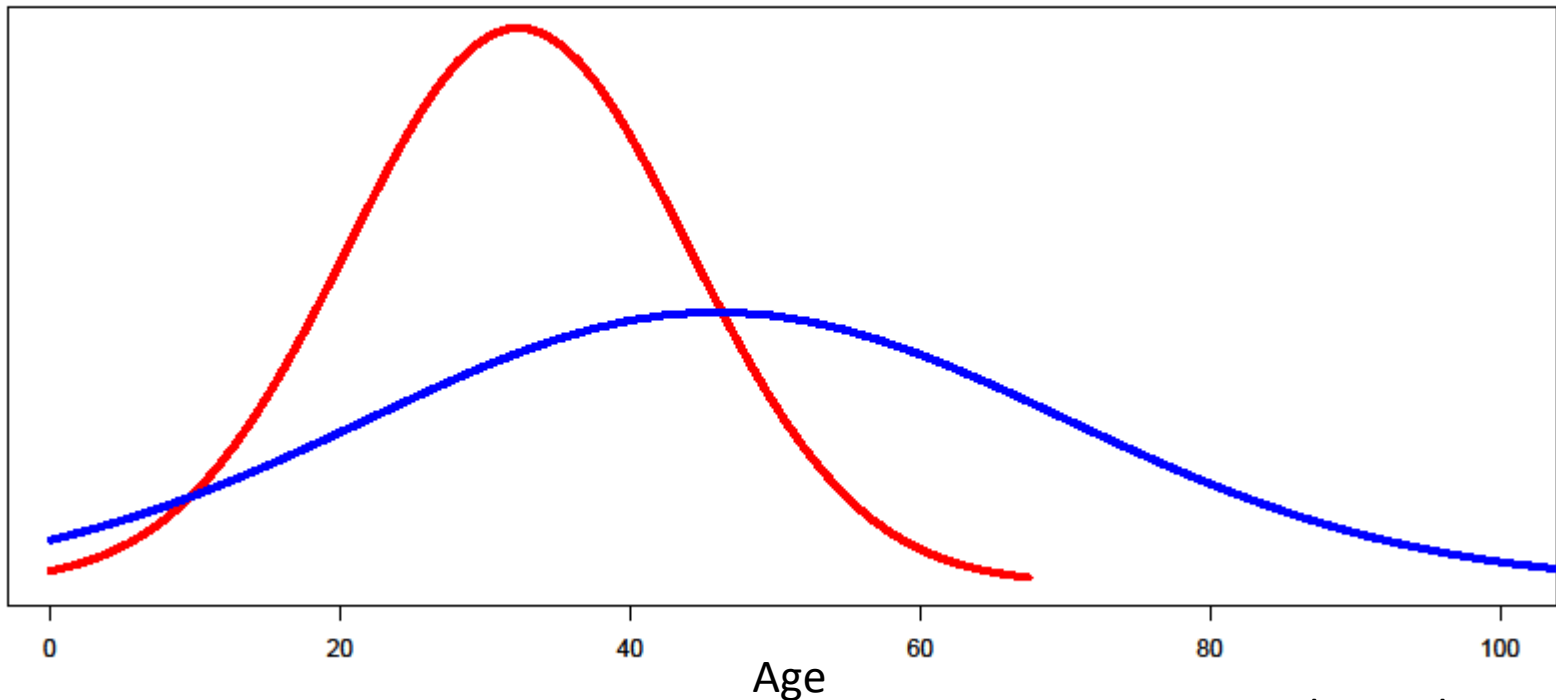
Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are more liberal



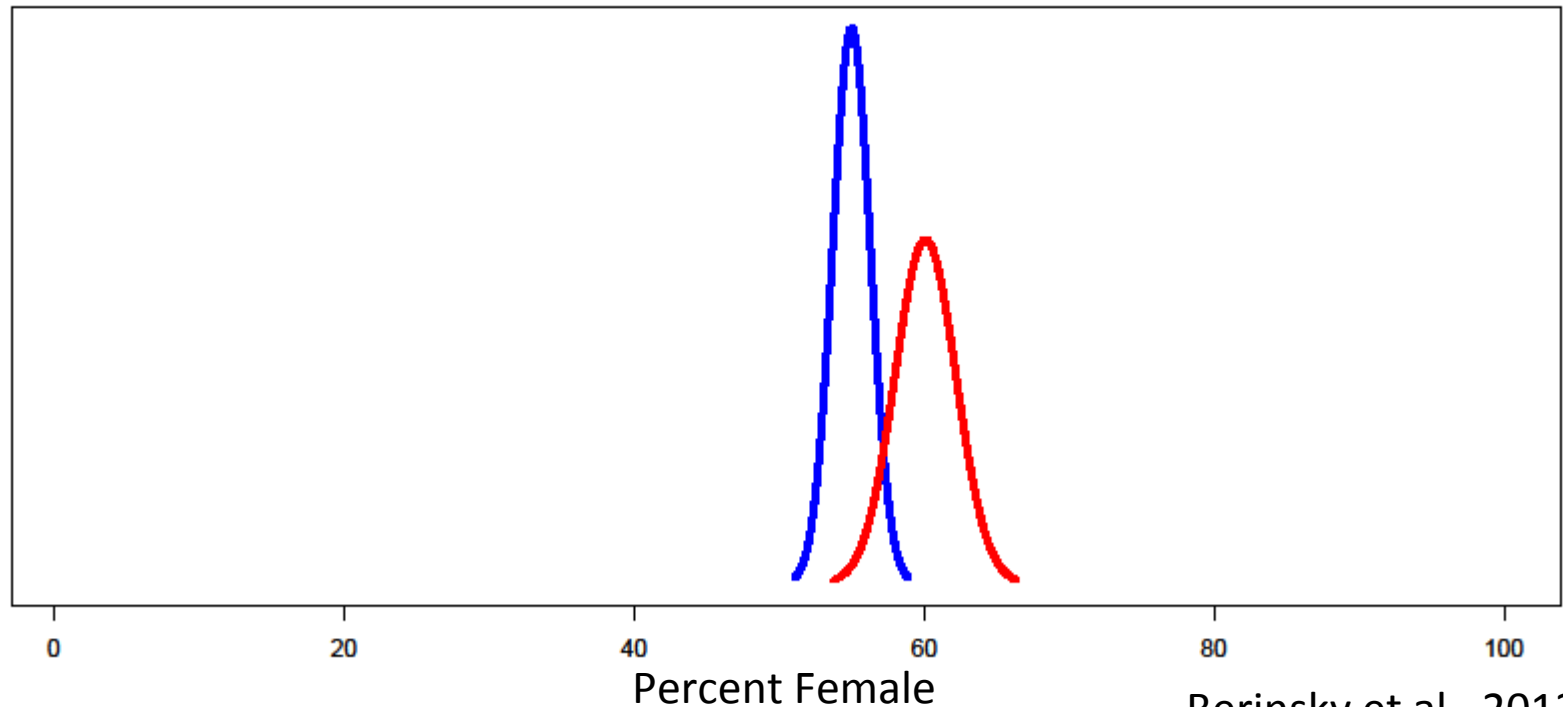
Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are younger



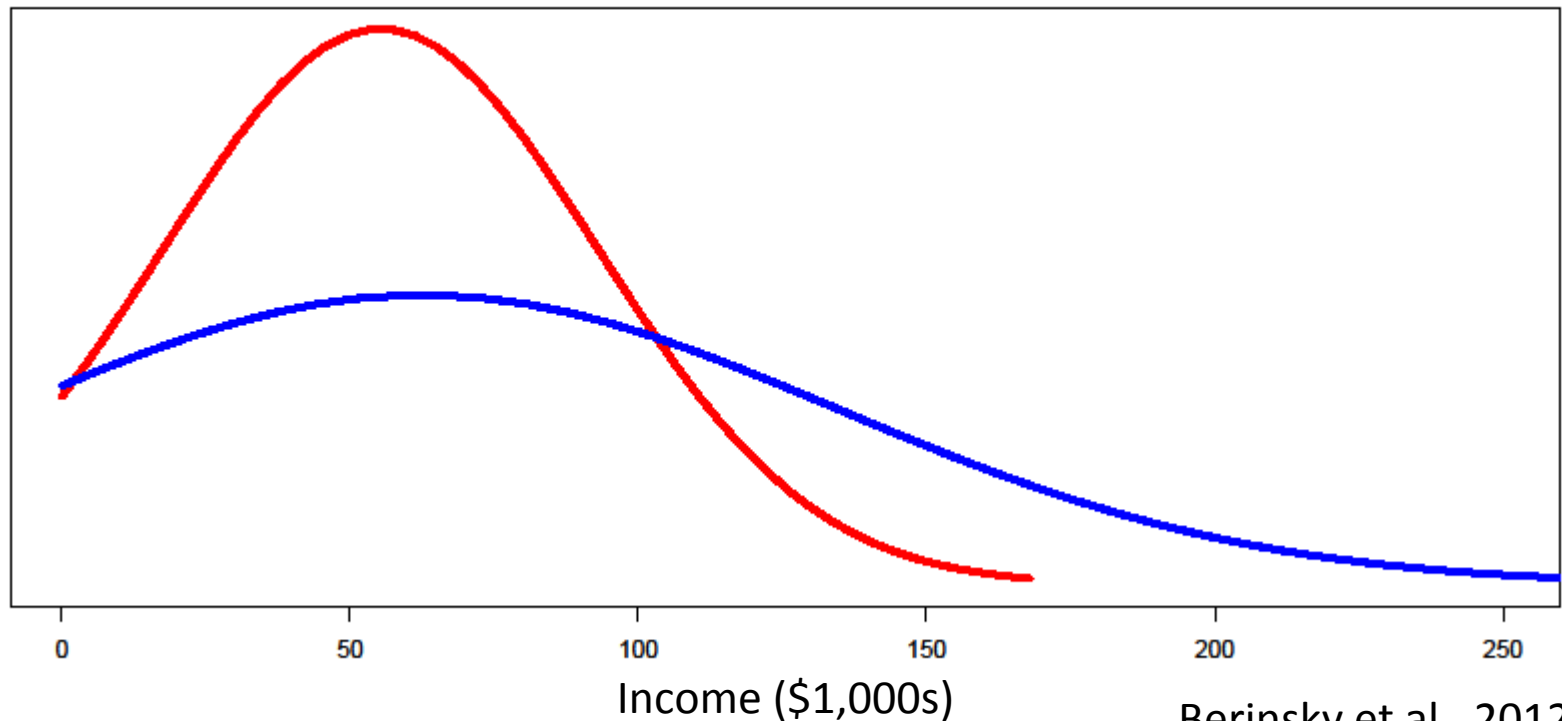
Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are more female



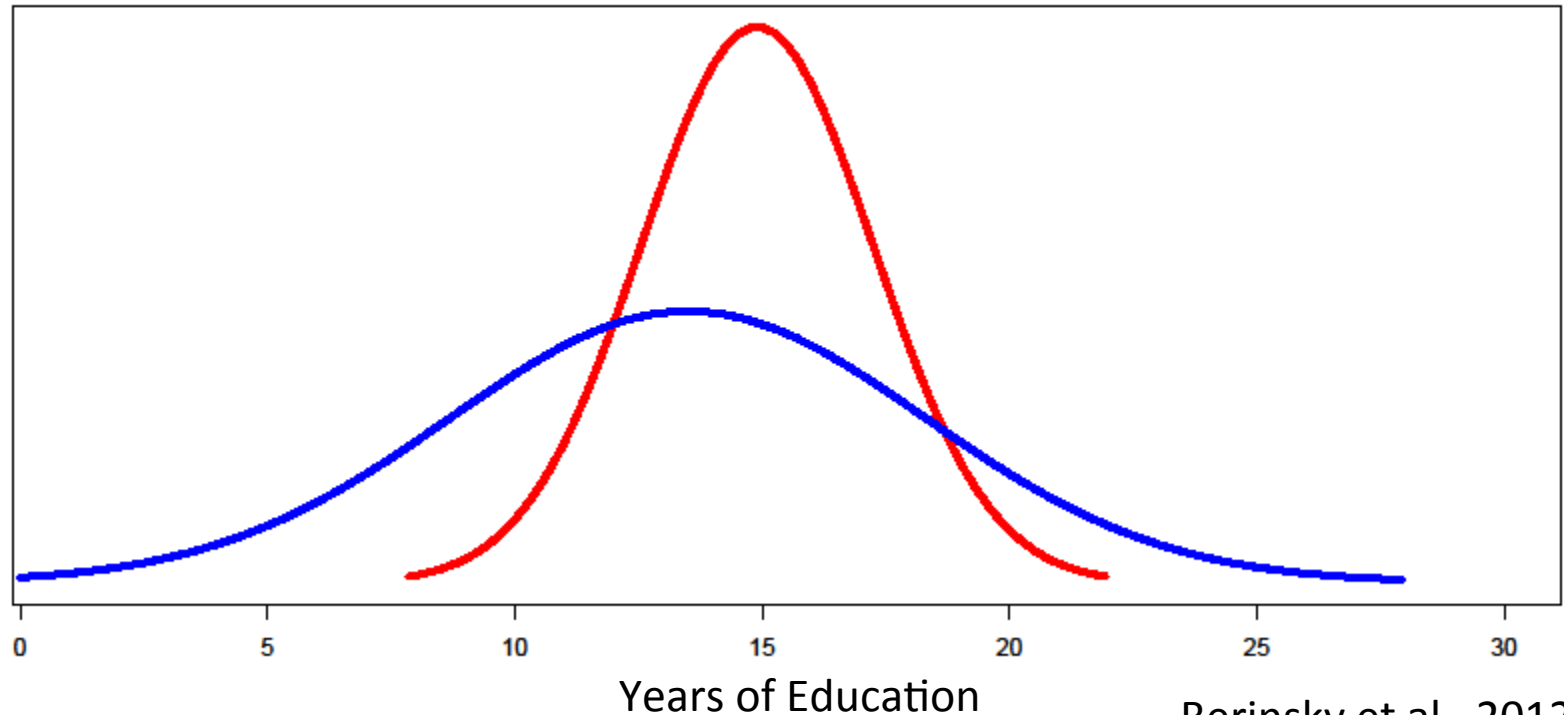
Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are less wealthy



Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are more educated

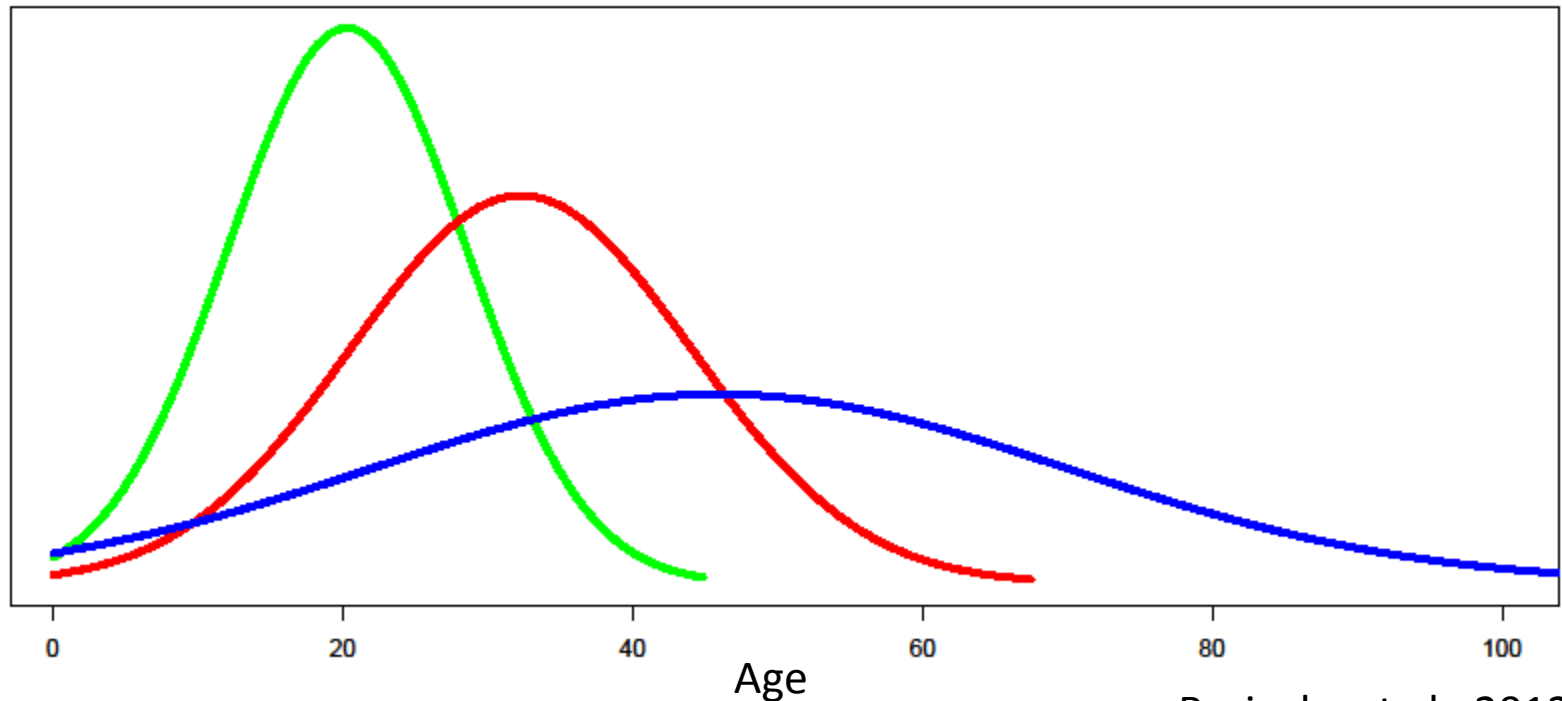


Who are online participants

- The workers who accept these tasks are NOT the same as the general population (USA stats)
 - They are slightly more liberal
 - They are slightly younger
 - They are slightly more female (Berinsky et al., 2012)
 - They are better educated (Paolacci et al., 2010)
 - They are slightly less wealthy (Mason & Suri, 2012)

Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They are older



Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They are more geographically diverse

60%-90% from USA

10%-40% from India

Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They are more geographically diverse
 - This leads to being more linguistically diverse

Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They are older
 - They are more geographically diverse (USA stats)
 - They are more diverse linguistically (USA stats)
 - They might not be naïve to common psychology experimental paradigms
 - They complete multiple tasks from good requesters

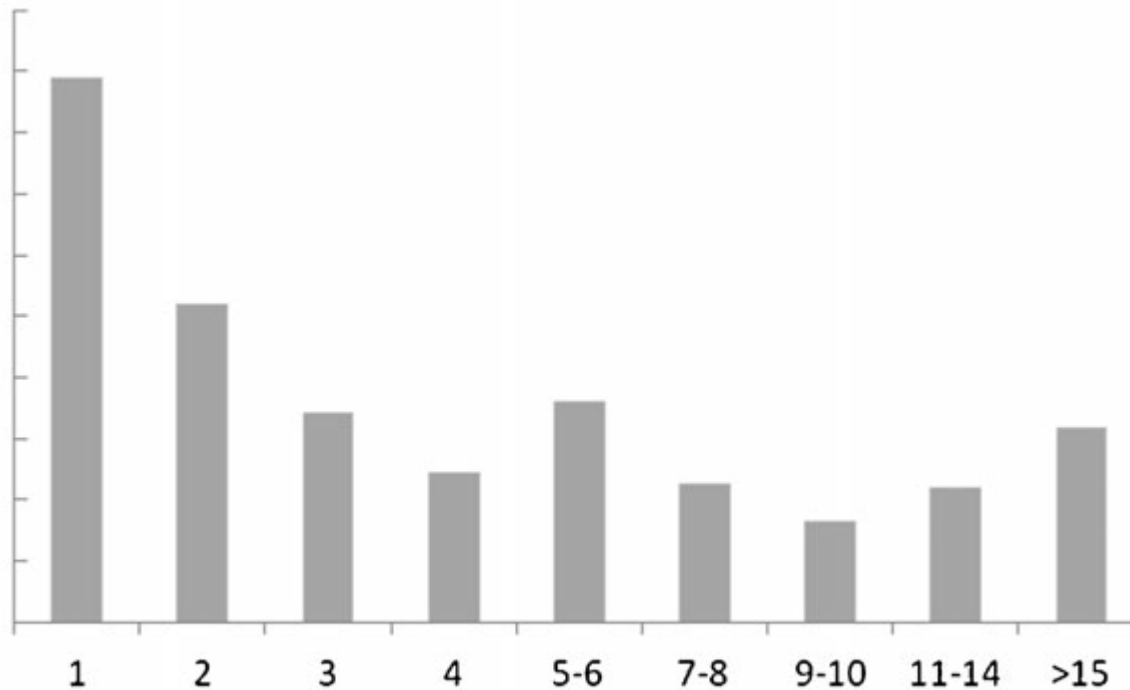
Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They are not naïve to common psychology experimental paradigms

~60% have seen a common
psychology task

Who are online participants

- The workers who accept these tasks are NOT the same as psychology undergraduates
 - They complete multiple tasks from good requesters



Tasks per person

Chandler et al., 2013

Who are online participants

- They are Workers (not volunteers).
 - ~15% of MTurk workers participate as a form of income (Marvit, 2014)
- They are drawn from a population estimated to be ~8,000 people (MTurk only)
 - Though this population does change over time
- They come from multiple countries
- And speak multiple languages natively
- They are part of a community

Communities of online workers

- Workers communicate to find particularly good tasks
 - TurkerNation.com
 - MTurkForum.com
 - Reddit.com/r/HITsWorthTurkingFor
- Workers communicate to rate requesters
 - Turkopticon.com (hosted by UCSD)