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
  – ...
  – Crowdflower (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

<table>
<thead>
<tr>
<th>Setting up your HIT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reward per assignment</strong></td>
</tr>
<tr>
<td><strong>Number of assignments per HIT</strong></td>
</tr>
<tr>
<td><strong>Time allotted per assignment</strong></td>
</tr>
<tr>
<td><strong>HIT expires in</strong></td>
</tr>
<tr>
<td><strong>Auto-approve and pay Workers in</strong></td>
</tr>
</tbody>
</table>

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.

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

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

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

<table>
<thead>
<tr>
<th>Evaluate Search Results</th>
<th>View a HIT in this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requester: <strong>Powerset</strong></td>
<td>HIT Expiration Date: April 1, 2008</td>
</tr>
<tr>
<td></td>
<td>Reward: $0.02</td>
</tr>
<tr>
<td></td>
<td>Time Allotted: 10 minutes</td>
</tr>
<tr>
<td></td>
<td>HITs Available: 1114</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Select the Best Category For a Product</th>
<th>View a HIT in this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requester: <strong>Channel Intelligence</strong></td>
<td>HIT Expiration Date: April 24, 2008</td>
</tr>
<tr>
<td></td>
<td>Reward: $0.01</td>
</tr>
<tr>
<td></td>
<td>Time Allotted: 10 minutes</td>
</tr>
<tr>
<td></td>
<td>HITs Available: 425</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Expedited Podcast Transcription</th>
<th>View a HIT in this group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requester: <strong>Casting Words</strong></td>
<td>HIT Expiration Date: March 30, 2008</td>
</tr>
<tr>
<td></td>
<td>Reward: $4.95</td>
</tr>
<tr>
<td></td>
<td>Time Allotted: 4 hrs</td>
</tr>
<tr>
<td></td>
<td>Time Allotted: 30 minutes</td>
</tr>
<tr>
<td></td>
<td>HITs Available: 2</td>
</tr>
</tbody>
</table>
Selecting a task mechanics

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Requester</th>
<th>HIT Expiration Date</th>
<th>Time Allotted</th>
<th>Reward</th>
<th>HITs Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide Information about a Product</td>
<td>Instant.ly</td>
<td>May 5, 2015 (4 weeks 1 day)</td>
<td>25 minutes</td>
<td>$0.05</td>
<td>45074</td>
</tr>
<tr>
<td>Inv 3.2</td>
<td>rohzttid</td>
<td>Apr 22, 2015 (2 weeks 2 days)</td>
<td>48 minutes</td>
<td>$0.00</td>
<td>13440</td>
</tr>
<tr>
<td>Geo Result Relevance</td>
<td>Amazon Requester Inc.</td>
<td>May 2, 2015 (3 weeks 5 days)</td>
<td>60 minutes</td>
<td>$0.00</td>
<td>11036</td>
</tr>
<tr>
<td>Label Applications</td>
<td>Charles</td>
<td>Apr 8, 2015 (2 days 14 hours)</td>
<td>2 hours</td>
<td>$0.00</td>
<td>9014</td>
</tr>
<tr>
<td>Type the text from the images, carefully</td>
<td>CopyText Inc.</td>
<td>Apr 12, 2015 (6 days 23 hours)</td>
<td>10 minutes</td>
<td>$0.01</td>
<td>8999</td>
</tr>
<tr>
<td>Find the business name, address and phone</td>
<td>Jordan MarAyav</td>
<td>Apr 11, 2015 (5 days 9 hours)</td>
<td>8 hours</td>
<td>$0.08</td>
<td>4030</td>
</tr>
<tr>
<td>Find 3 fields of information of a person</td>
<td>Pablo Tirado</td>
<td>Apr 9, 2015 (3 days 18 hours)</td>
<td>60 minutes</td>
<td>$0.05</td>
<td>3936</td>
</tr>
<tr>
<td>Product Search Relevance Side By Side</td>
<td>Amazon Requester Inc.</td>
<td>Apr 15, 2015 (1 week 2 days)</td>
<td>10 minutes</td>
<td>$0.00</td>
<td>3420</td>
</tr>
</tbody>
</table>

*Product Search Relevance Side By Side - US (Closed) - Sun Apr 05 17:38:09 PDT 2015*

| Requester: Amazon Requester Inc.          | HIT Expiration Date: Apr 15, 2015 (1 week 2 days) | Time Allotted: 10 minutes | Reward: $0.00 | HITs Available: 3420 |

*Take Qualification test (Why?) | View a HIT in this group*
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

Status: Pending
Review

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

Settings

Steve similarity triads 2 sameidiff

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

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

Berinsky et al., 2012
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

Berinsky et al., 2012
Who are online participants

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

Berinsky et al., 2012
Who are online participants

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

Berinsky et al., 2012
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

Berinsky et al., 2012
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

Chandler et al., 2013
Who are online participants

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

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)