

Amazon Mechanical Turk Tutorial

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2015 BMM Summer Course

Amazon Mechanical Turk

“Artificial artificial intelligence”

Original Turk



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Types of Tasks

Write positive reviews

Translate text

Help train computers / create datasets

Psychophysics Tasks

Perception, attention,

Learning, categorization, bias, ...

Morality, decision making, predictions, ...

Running an Experiment

Register as a [requester](#)

Use Amazon template or external website

Test on sandbox

Submit (& announce)

Who's on Turk?

US and India ~80%

Slightly more female

Young, educated

Mason and Siddharth (2011)

Payment

“Workers” are in it for **money**

“Requesters” have great power

Amazon takes 10-40% of payment

Some attempts to establish minimum pay

Advantages of mTurk

Large scale experiments

Fast

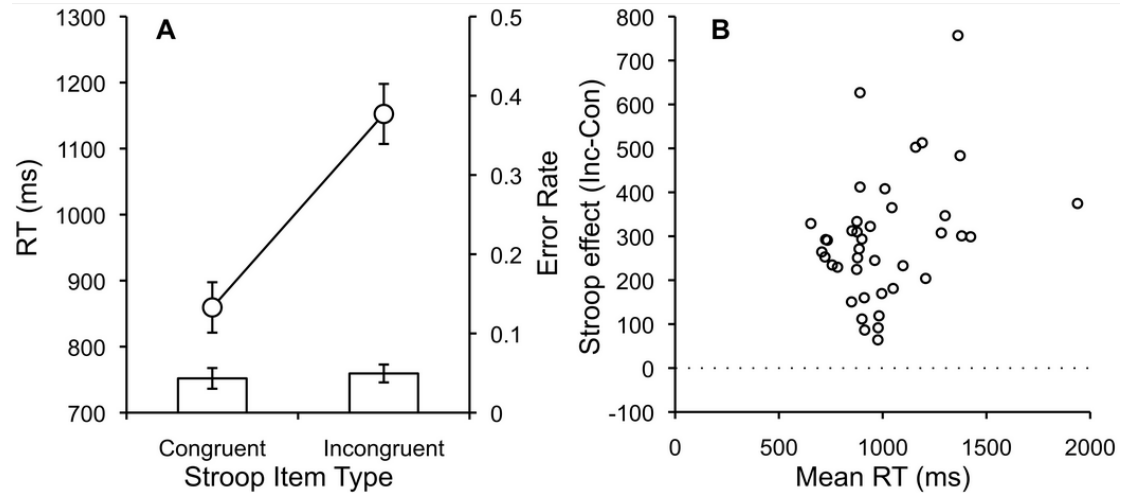
Cheap-ish

Replicable-ish

Participant pool more diverse-ish (Weinberg et al. 2014)

Will it Replicate?

Stroop, Switching, Flanker, Simon, Posner Cueing, attentional blink, subliminal priming, and category learning.



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Source: Crump, M., J. C., J. V. McDonnell, T. M. Gureckis. "Evaluating Amazon's Mechanical Turk as a Tool for Experimental Behavioral Research." PLOS One, March 13, 2103.

Concerns on mTurk

Attention

Repeated exposure

“Super-Turkers”

Over-exploited resource (David Rand)



“The internet’s hidden science factory” (PBS)

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Concerns on mTurk (cont.)

Ethics

Low pay

No debriefing (dropout)



“The internet’s hidden science factory” (PBS)

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Tips

Lower level is more likely to work

Have participants give comments

Communicate

Do not reject (unless extreme, decide ahead of time)

Tips (cont.)

(Good) catch questions

Get IRB approval and assure informed consent

Ethical pay

Helpful tools for running experiments

Link to external website

PsiTurk <https://psiturk.org/>

Todd Gureckis (NYU)

Other website to check out

TurkerNation

mTurkGrind

TurkOpticon

The screenshot shows a forum interface with two posts. The top post is a survey request by user 'manzician', a moderator. It includes a profile picture, join date (Dec 2013), gender (male), posts (5,428), thanks (618), and a total of 1,024 thanks in 620 posts. The survey title is 'Short decision-making survey (earn bonus; expected \$3.00 per half hour)(~ 30 minutes)'. The requester is 'BI DR [A1MPIR92T83RF3] (TO)'. TO ratings are shown for communicativity (3.92/5), generosity (4.46/5), fairness (4.64/5), and promptness (3.85/5). The description is 'Short decision-making survey (earn bonus; expected \$3.00 per half hour)', time is 3 hours, hits available is 1, and reward is \$0.01. Qualifications are listed as 'Exc: [-1716170130-2241] has not been granted, Total approved HITS is not less than 100, HIT approval rate (%) is not less than 90, Location is one of: US'. The bottom post is a 3D printer model comparison request by 'Xiaoting Zhang [A3IPKBXP9D.JWD4] (TO)'. It includes a profile picture and asks for a preference between two 3D printed models. The description states 'Which of the two models do you prefer? These two models are printed by 3D printer, black dots are bumps left on the model after support removal. Choose the better one that preserves the importance of the model.' The time is 60 minutes.

Today, 08:29 AM #4

manzician Moderator

Join Date: Dec 2013
Gender: ♂
Posts: 5,428
Thanks: 618
Thanked 1,024 Times in 620 Posts

Title: Short decision-making survey (earn bonus; expected \$3.00 per half hour)(~ 30 minutes)
Requester: BI DR [A1MPIR92T83RF3] (TO)
TO Ratings:

communicativity	3.92 / 5
generosity	4.46 / 5
fairness	4.64 / 5
promptness	3.85 / 5

3.92 Communicativity
4.46 Generosity
4.64 Fairness
3.85 Promptness

Number of Reviews: 49
(Submit a new TO rating for this requester)
Description: Short decision-making survey (earn bonus; expected \$3.00 per half hour)
Time: 3 hours
Hits Available: 1
Reward: \$0.01
Qualifications: Exc: [-1716170130-2241] has not been granted, Total approved HITS is not less than 100, HIT approval rate (%) is not less than 90, Location is one of: US

How to get your numbers up.

Title: Compare models printed from different directions by 3D printer
Requester: Xiaoting Zhang [A3IPKBXP9D.JWD4] (TO)
TO Ratings: No TO (Submit a new TO rating for this requester)
Description: Which of the two models do you prefer? These two models are printed by 3D printer, black dots are bumps left on the model after support removal. Choose the better one that preserves the importance of the model.
Time: 60 minutes

Summary

Wonderful resource

Magnifies everything, including concerns

MIT OpenCourseWare

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Resource: Brains, Minds and Machines Summer Course

Tomaso Poggio and Gabriel Kreiman

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