User Study Cost Report

This document provides a cost breakdown for the user study evaluating sustainability-aware messages in online food retail contexts using Amazon Mechanical Turk (AMT) and expert evaluation.

Study Overview

- **Platform:** Amazon Mechanical Turk (AMT)
- **Submissions Received:** 370
- **Final Approved Responses:** 248 unique, high-quality responses
- **Expert Evaluators:** 5 external experts + 1 KSU supervisor

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Cost Breakdown

1. Amazon Mechanical Turk Costs

Component	Amount (USD)	Amount (GBP)*
Worker Rewards	$910.80	£682
Platform Fees (40%)	$351.84	£264
AMT Total	**$1,262.64**	**£946**

*Exchange rate: 1 USD = 0.75 GBP (average during study period)

2. Expert Evaluation

Component	Amount (GBP)
5 External Experts	£100
KSU Supervisor	£0

Component	Amount (GBP)
Expert Total	**£100**

3. Total Cost

Category	Amount (GBP)
AMT Costs	£946
Expert Evaluation	£100
Grand Total	**£1,046**

Participant Compensation

- **Allocated Time:** 30 minutes per task
- **Hourly Rate:** $6/hour (based on community standards)
- **Rate per Task:** $3.00 per participant
- **Rationale:** Compensation follows academic research guidelines and AMT community standards

Platform Fees

- **AMT Commission:** 40% of worker rewards (standard AMT fee structure)

Expert Evaluation

- **Rate:** £20 per expert for comprehensive message assessment
- **Duration:** ~1 hour per expert
- **Scope:** Quality evaluation of generated sustainability messages

References:

- [Amazon Mechanical Turk Pricing Guidelines](#)
- [Data-Driven Analysis of Worker's Earnings on Amazon Mechanical Turk](#)
- [Turkopticon Guidelines for Good Requesters](#)