Wrap up -the good, the bad, the ugly

- ◆ **M-turk is easy to use; try it!**

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What matters in microtasking?

- **Make the tasks very small and very clear**
  - test the instructions carefully
- **Collect more data rather than better data**
  - don't worry about fancy statistics
- **Think about what to crowdsource**
  - Labels? Text generation? Context? Problem definition?

The Limits of Mechanical Turk

- **International aspects**
  - Privacy and payment are tricky
  - MTurk now seems to require workers to have a SSN
- **M-turk tends to be used for short simple micro-tasks that don't require**
  - Special expertise, training, or background
  - Multiple people working together on teams
  - Ongoing interactions

Alternatives to MTurk

- **Hire experts – or students**
  - Remember: naïve crowds are usually better than individual experts
- **Platforms like Qualtrix deliver randomized populations**
  - But one can collect demographics on M-turk and re-stratify
- **European alternatives**
  - ??
- **Special platforms for group interactions**
  - ??

CrowdFlower Credit!

For more information

- ◆ **References and pointers**
  - http://ir.ischool.utexas.edu/crowd/

- ◆ **More Tutorials**
  - http://crowdsourcing-class.org/
  - http://www.slideshare.net/ipeirotis/managing-crowdsourced-human-computation
  - www.cis.upenn.edu/~ungar/Crowdsourcing/JSM_tutorial.pdf
  - http://www.slideshare.net/mattlease/crowdsourcing-for-search-evaluation-and-socialalgorithmic-search