

Wrap up -the good, the bad, the ugly

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



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>

