

Wrap-up

- ♦ **M-turk is easy and cheap; try it!**
 - ♦ Simple tasks can be put up in a day
 - ♦ 10,000 labels @ \$0.03/label = \$300
- ♦ **Real tasks often take 2 weeks**
 - ♦ mostly getting really clear instructions for the annotators
 - ♦ iterate!
- ♦ **M-turk limits and alternatives**
- ♦ **How to get started**



What matters in microtasking?

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



The Limits of Mechanical Turk

- ◆ **Privacy**

- We don't use M-Turk on therapy transcripts

- ◆ **International aspects**

- Privacy and payment are tricky outside the US and India
 - Very uneven distribution of languages

- ◆ **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**
 - clickworker, www.prolific.ac
- ◆ **Specialized platforms**
 - ◆ real time, panels over longer periods,...



CrowdFlower Credit!



CrowdFlower Now Offering Twelve Language Crowds

French, German, Portuguese, Spanish, Hindi, Arabic, Indonesian, Turkish, Italian, Russian, Vietnamese, and Chinese.



For more information

- ♦ http://crowdsourcing-class.org/tutorial_slides.html **This course!**
- ♦ **References and pointers**
 - <http://ir.ischool.utexas.edu/crowd/>
- ♦ **More tutorials and courses**
 - <http://crowdsourcing-class.org/> **A longer version**
 - <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>

