

Creating and running
experiments on Mechanical
Turk and CrowdFlower

Crowdsourcing works for tasks that are:

Decomposable into simpler tasks that can
be joined together

and/or

Parallelizable into small, quickly completed
chunks

Crowdsourcing works for tasks that are:

Balanced so that each task contains the same amount of work

- Don't have tons of work in one assignment but not another
- Don't ask workers to annotate something occurs in the data $\ll 10\%$ of the time

Crowdsourcing works for tasks that are:

Well-suited to **quality control** (e.g. some data has known correct answers)

but

Robust to some amount of noise/errors (e.g. the end goal is to train a statistical model)

Preset Templates

Start a New Project

Categorization

Data Collection

Moderation of an Image

Sentiment

Survey

Survey Link

Tagging of an Image

Transcription from A/V

Transcription from an Image

Writing



Business URL Collection A



Basic Demographic Survey



Content Moderation



Sentiment Analysis



Search Relevance A

Data Collection

Find the Website Address for this Restaurant

- For this restaurant below, enter the website address for the official website of the restaurant
- Include the full address, e.g. <http://www.thecheesecakefactory.com>
- Do not include URLs to city guides and listings like Citysearch.

Restaurant Name: **Olive Garden**

Address: **310 Strander Blvd Tukwila, WA 98188**

Phone Number: **(206) 241-4899**

Website Address:

You must ACCEPT the HIT before you can submit the results.

Sentiment

Pick the best sentiment based on the following criterion.

Strongly positive	Select this if the item embodies emotion that was extremely happy or excited toward the topic. For example, "Their customer service is the best that I've seen!!!!"
Positive	Select this if the item embodies emotion that was generally happy or satisfied, but the emotion wasn't extreme. For example, "Sure I'll shop there again."
Neutral	Select this if the item does not embody much of positive or negative emotion toward the topic. For example, "Yeah, I guess it's ok." or "Is their customer service open 24x7?"
Negative	Select this if the item embodies emotion that is perceived to be angry or upsetting toward the topic, but not to the extreme. For example, "I don't know if I'll shop there again because I don't trust them."
Strongly negative	Select this if the item embodies negative emotion toward the topic that can be perceived as extreme. For example, "These guys are terrific... NOTTTT!!!!!" or "I will NEVER shop there again!!!"

Judge the sentiment expressed by the following item toward: Amazon

If you loved Firefly TV show, amazing Amazon price for entire series: about \$27 BlueRay & \$17 DVD.

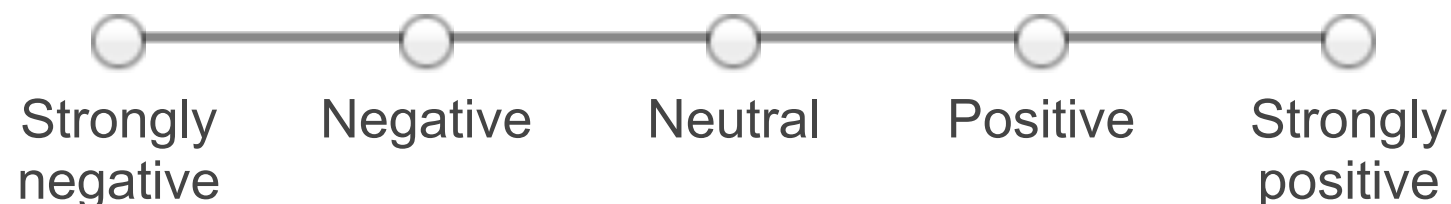


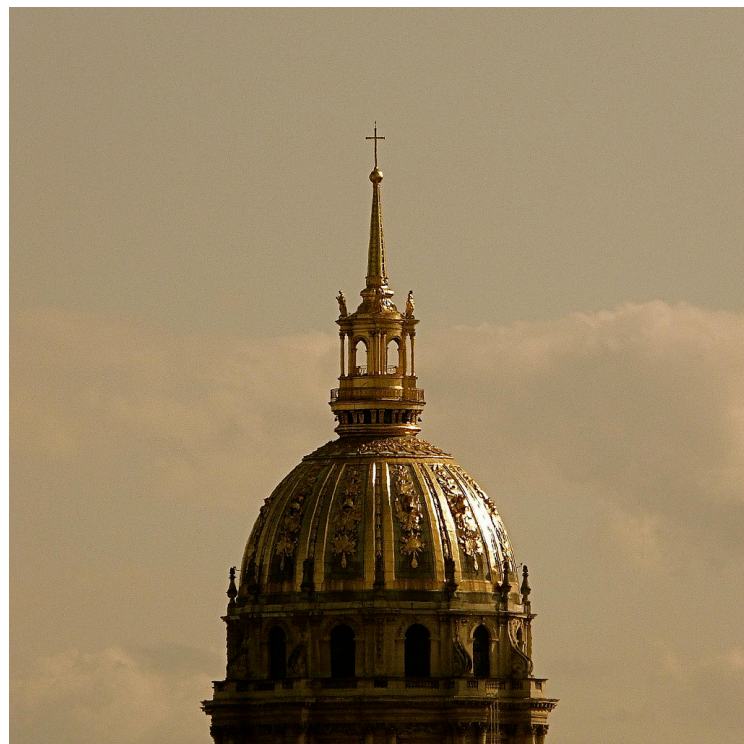
Image tagging

Provide 3 tags for this image.

Instructions:

- You must provide 3 tags for this image.
- Each tag must be a single word
- No tag can be longer than 25 characters
- The tags must describe the image, the contents of the image, or some relevant context.

Image:



Tag 1:

Tag 2:

Tag 3:

Transcription

Transcribe the text contained in the image

- Look at the receipt and copy the number of items purchased.
- Provide the dollar amount for tax.
- Provide the dollar amount for the total sale.
- Do not use dollar signs (\$) but make sure you have two decimal points. (ie 4.35)

Image:



Number of items on receipt

Tax amount

Total spent on all items

Paraphrase judgement

(Running example for today...)

Instructions - click to hide

Please check **all** paraphrase which could replace the blue word in the context shown, using your best judgement. The paraphrase should **retain the meaning of the original phrase** and make sense in context. Most sentences will have at least one good paraphrase, but some will not. If none of the paraphrases listed fit the context shown, **select NONE**.

It is okay if the paraphrased sentence is contains small grammatical errors, as long as they do not drastically alter the meaning. E.g. the following is an **okay paraphrase**:

The **boy** is running.

The **boys** is running.

but the following is a **bad paraphrase**:

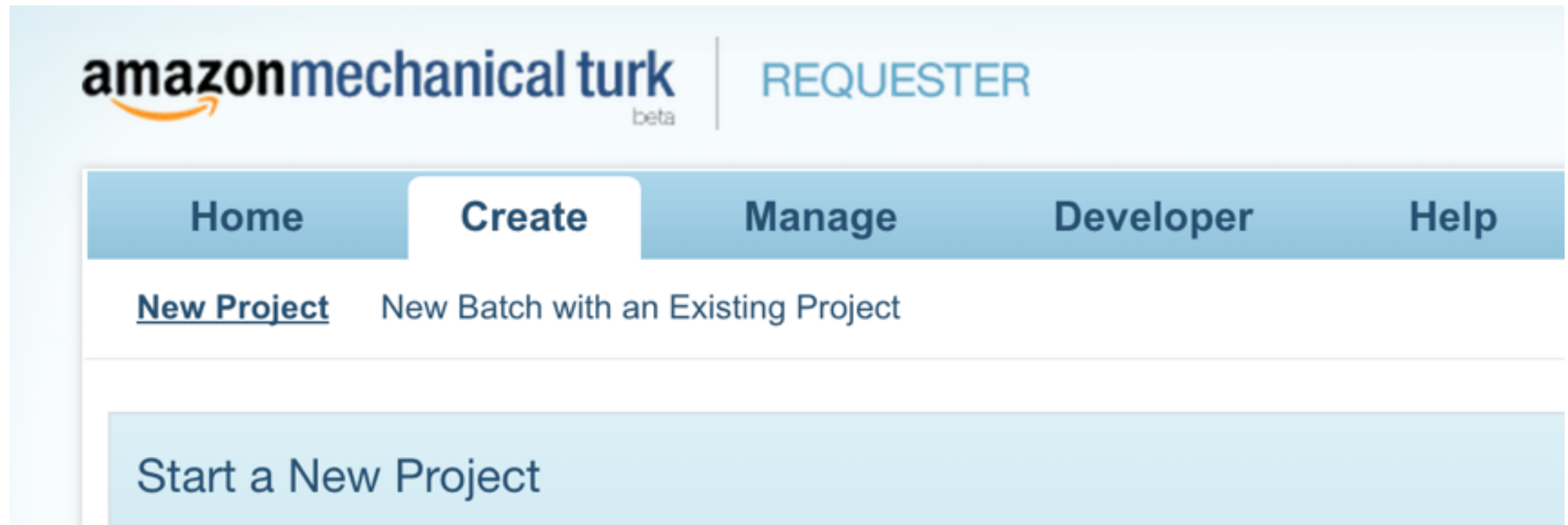
I am running.

You are running.

17. occasionally , students spend the night in a youth hostel , where they share stories with peer travelers from around the world .

- ☐ now and then
- ☐ just sometimes
- ☐ only occasionally
- ☐ now and again
- ☐ every now and then
- ☐ some times
- ☐ once in a while
- ☐ for once
- ☐ here and there
- ☐ None of these paraphrases are good

Development sites



<https://requestersandbox.mturk.com>

Development sites

Internal Contributors



Share your job with team members

If you want your team members to work on this job, we will provide you with a link to share with your teammates

Link to share:

```
https://tasks.crowdfunder.com/channels/cf_internal/jobs/731405/work?secret=7WhLuOulaFoykCgNx8O7pXwLkzCiPNOVKwmnM3KaJKNH
```

External Contributors



Share your job with CrowdFlower Contributors

When enabled, we'll allow our online contributors to work on your job



Job may be offered to Unleveled contributors



Job contains explicit content

https://make.crowdfunder.com/jobs/JOB_ID/settings/channels

[Show Contributor Channel Table](#)

Writing Instructions

Instructions - click to hide

Please check **all** paraphrase which could replace the blue word in the context shown, using your best judgement. The paraphrase should **retain the meaning of the original phrase** and make sense in context. Most sentences will have at least one good paraphrase, but some will not. If none of the paraphrases listed fit the context shown, **select NONE**.

Writing Instructions

Instructions - click to hide

Please check **all** paraphrase which could replace the blue word in the context shown, using your best judgement. The paraphrase should **retain the meaning of the original phrase** and make sense in context. Most sentences will have at least one good paraphrase, but some will not. If none of the paraphrases listed fit the context shown, **select NONE**.

I have a question about these hits. When the substitution makes the sentence end up saying something like, "The small girl girl was jumping rope," or other repetition of the same word, what should that be categorized as?

I'm a little confused about when one word is a variant of another. On the linked page of expanded definitions it says "other relation" should be used when it is two forms of the same word. It uses the example of ancestor and ancestry. But, on the instructions on each hit page the first example uses snow and snowy and says to put equivalent. Could you please help me understand how to classify this type?

Writing Instructions

Instructions - click to hide

Please check **all** paraphrase which could replace the blue word in the context shown, using your best judgement. The paraphrase should **retain the meaning of the original phrase** and make sense in context. Most sentences will have at least one good paraphrase, but some will not. If none of the paraphrases listed fit the context shown, **select NONE**.

It is okay if the paraphrased sentence contains small grammatical errors, as long as they do not drastically alter the meaning. E.g. the following is an **okay paraphrase**:

The **boy** is running.

The **boys** is running.

but the following is a **bad paraphrase**:

I am running.

You are running.

It is okay if the paraphrased sentence contains more/less detail than the original sentence, as long as it does not drastically alter the meaning. E.g. the following is an **okay paraphrase**:

The **person** is running.

The **boy** is running.

but the following is a **bad paraphrase**:

The cells undergo **development**.

The cells undergo **economic development**.

The paraphrase should make sense in the particular sentence shown. E.g. the following is a **bad paraphrase**, even though *center* might be a good paraphrase for *heart* in some other contexts.

The **heart** is an organ.

The **center** is an organ.

These HITs will be **quality controlled**. If you are unsure whether or not you are doing them well, we recommend you do a small number and wait for feedback before continuing.

Thank you in advance!

Writing Instructions

Instructions - click to hide

Please check **all** paraphrase which do not make sense in context. Most sentences will be correct.

It is okay if the paraphrased sentence is correct.

The **boy** is running.

The **boys** is running.

but the following is a **bad paraphrase**:

I am running.

You are running.

It is okay if the paraphrased sentence is correct.

The **person** is running.

The **boy** is running.

but the following is a **bad paraphrase**:

The cells undergo **development**.

The cells undergo **economic development**.

The paraphrase should make sense in context.

The **heart** is an organ.

The **center** is an organ.

These HITs will be **quality controlled**.

Thank you in advance!

- ✓ If your task can't be expressed in one paragraph + bullets, then probably break it up
- ✓ Include an example of a right answer and a wrong answer
- ✓ Clarify what you expect if the HIT is not doable (e.g. because of missing data or other problems)

g of the original phrase and make ONE.

/ paraphrase:

ving is an **okay paraphrase**:

se for *heart* in some other contexts.

ack before continuing.

Approving / rejecting



← Previous 1 2 3 4 5 6 7 8 9 ... 15 16 Next →

Approve

Reject

HIT ID ▲

Worker ID

**Lifetime
Approval
Rate**

**Input.HIT
Num**

**Input.Instance
Id1**

**Input.Doc
Id1**

**Input.Sent
Id1**

Input.Sentence1

**Input.Two
Before1**

302U8RURJZ1S2C6CV3ZQM0GTGEONVJ

A2YTOX7SEDJ1TC

100%
(23/23)

9

238

P155842

16

IMPRESSION:
Developmental
anomaly of the
right ...

No definite
abnormality is
seen in the
visualiz...

302U8RURJZ1S2C6CV3ZQM0GTGEONVJ

A312KFQ78WB3A4

99%
(67/68)

9

238

P155842

16

IMPRESSION:
Developmental
anomaly of the
right ...

No definite
abnormality is
seen in the
visualiz...

Approving / rejecting



- YOU have all the power
- After reviewing a Worker's submission, you can
 - approve it (worker gets paid)
 - reject it (worker does not get paid)
 - block the worker (worker is banned from working on any of your HITs, and may get blacklisted from MTurk)

15 16 Next →

Approve

302U8RUR

302U8RUR

Input.Two
Before1

o definite
normality is
en in the
ualiz...

o definite
normality is
en in the
ualiz...

Approving / rejecting



Your job requires more funds than what was previously allocated i

Previous estimate: \$10.09

New estimate: \$47.76

373.32% above expected

Crowd costs	\$39.80
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Transaction Fee (20%)	\$7.96
-----------------------	--------

\$37.67 due now

Approving / rejecting



Your

- CrowdFlower decides who to approve/reject
- Downloaded final results come with confidence/trust scores
- Prepay for work, based on CrowdFlower's projected cost estimates
- Good gold data/Quiz Mode helps prevent problems



Demos!

1. Mechanical Turk web interface
2. Mechanical Turk API, via Python
(<http://boto.readthedocs.org/en/latest/ref/mturk.html>)
3. CrowdFlower web interface
4. CrowdFlower API, via Python
(<https://github.com/peoplepattern/crowdflower>)