Human computation
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- Increasingly important as we move from numeric survey data to working with text, images, movies, audio, etc.

Crowd-sourced Text Analysis: Reproducible and Agile Production of Political Data

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*E*mpirical social science often relies on data that are not observed in the field, but are transformed into quantitative variables by expert researchers who analyze and interpret qualitative raw sources. While generally considered the most valid way to produce data, this expert-driven process is inherently difficult to replicate or to assess on grounds of reliability. Using crowd-sourcing to distribute text for reading and interpretation by massive numbers of nonexperts, we generate results comparable to those using experts to read and interpret the same texts, but do so far more quickly and flexibly. Crucially,

- Better not cheaper

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- Experts are a bug not a feature

To Turk or not to Turk?