Module 6 - Assignment

Start Assignment

- Due No Due Date
- Points 60
- Submitting a text entry box or a file upload
- Attempts 0
- Allowed Attempts 1

For this assignment, you will establish an Amazon Mechanical Turk account and conduct a crowdsourcing experiment for a topic that interests you.

Assignment requirements include:

- Establish your own Amazon Mechanical Turk (AMT) account, following the instructions laid out in the tutorial video in lectures and/or the tutorial document in readings.
- Identify a topic appropriate for crowdsourcing. This could be a survey or some other task. In making this open-ended, the intent is to encourage you to spend more time in the platform to get more familiar with the features.
- Identify **two** design principles that you manipulate in this project, for example task payment (e.g. $0.10 or $1). This will result in slightly different AMT tasks: a control group, experimental group for the first design principle intervention, and an experimental group for the second design principle intervention. NOTE: if you are familiar with statistical design of experiments, you can construct a factorial experiment, but it is not necessary for this assignment and no extra points are awarded, but you may use this approach if you prefer.
- Conduct your 3+ AMT tasks (control, experiment 1, experiment 2) using AMT, and observe some outcome variable such as time to complete the task, or some quality measure on how well the task is performed. This should be tailored to the crowdsourcing assignment topic you chose.
- Conduct statistical analysis of the responses. NOTE: if you are not that familiar with statistics, you can simply follow the example I demonstrated in the **Experimentation.**
- Draw conclusions and report your findings. The report should be organized as follows:
  1. Introduction: Succinctly describe the topic you are investigating and why it is important.
  2. Background: Describe the two design principles and why they might impact task performance.
  3. Method: Describe your experiment and how you implemented the principles described in background into your AMT experiment.
  4. Results: Report on the statistical analysis, including the p-value.
  5. Conclusions: What do you conclude from this experiment? What are some limitations of the experiment you conducted? Why was this an awesome experiment that you conducted?

NOTE: This is similar to your one-page reflection in that you are telling me what you have learned. It is important to be succinct! It is more difficult to write concisely and identify the most interesting., salient

points than it is to be verbose. As such, you score more points with quality and brevity than wordiness.

NOTE: The point of the assignment is primarily to ensure you get familiar with the platform, not your writing style. Focus on using the platform and sharing results.

Deliverable: For grading, submit your write-up, data, and the work from your statistical analysis (e.g. the Excel workbook, R Script, whatever you used).