

Why use MMark?

• **Large participant pool.**

• 100,000-200,000 MTKworkers¹

• 2,000-12,000 active online at any time¹

• Typical lab research 7,300 participants per posting²

• 50% of pool refreshed every 7 months²

enable fast data collection

• 30,002 participants in 6 weeks (no restrictions)³

• 9,770 participants in 8 weeks (US-only, “master workers”-only)⁴

- Personal experience: 10 participants in ~2 hours (US-only, “master workers”-only)

amazon



mechanical turk

1 Difallah et al., 2018

2 September 2015

3min and, 2015

4 Casey et al., 2017

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¹Difallah et al., 2018

²Stewart et al., 2015

³Milland, 2015

⁴Casey et al., 2017



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