

Why use MMark?

amazon



mechanical turk

¹¹Crumpp et al., 2013

¹²Shapiro et al., 2013

¹Difallah et al., 2018

²Stewart et al., 2015

³Milland, 2015

⁴Casey et al., 2017

⁵Berinsky et al., 2012

⁶Sheehan & Pitman, 2016

⁷Buhrmester et al., 2011

⁸Krupnikov & Levine, 2014

⁹Berinsky et al., 2017

¹⁰Paolacci & Chandler, 2014

But what about data quality and validity?

• **Marktwortbank**

• Highest reliability, comparable to in-person

o After 1 week 12

o After 3 weeks 7, 13

After 6 months 14

• Direct assessments of attentiveness are comparable to in-person^{5,15}

• **Not more likely to cheat than college students¹⁶**

13Hordenetal., 2013

14Mason&Suri, 2012

15 Paradisiacal.

16 Suricata, 2011

Why use MTurk?

But what about data quality and validity?

- **MTurk workers appear to be honest and engaged**
 - High test-retest reliability, comparable to in-person
 - After 1 week¹²
 - After 3 weeks^{7,13}
 - After 6 months¹⁴
 - Direct assessments of attentiveness are comparable to in-person^{5,15}
 - No more likely to cheat than college student samples¹⁶

Experiment structure