

Why use MMark?

Participant pool is diverse...

• Significantly more diverse than typical colleagues^{5,6,7}

• More diverse than community samples recruited from college towns

• Slightly more diverse than standard internet samples⁷

- More representative of US population than in-person convenience samples⁹

...and specific populations can be subsampled

• Geographic area (US-only, Ohio-only, etc.)

- Other voluntarily provided info (age, ethnicity, marital status, handedness, online usage, etc.)

amazon

The Amazon smile logo, a thick black curved arrow pointing from the 'a' to the 'n' in 'amazon', is positioned between the two text elements.

mechanical turk

¹Difallah et al., 2018

²Stewart et al., 2015

³Milland, 2015

⁴Casey et al., 2017

⁵Berinsky et al., 2012

⁶Sheehan & Pitman, 2016

7 Buhrmester et al., 2011

8 Krupnikov & Levine, 2014

9 Berinsky et al., 2017

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