

Why use MMTurk?

amazon



mechanical turk

But what about data quality and validity?

• **Classic behavioral findings replicate well**

• Cognitive biases, logical fallacies, and strategic behavior¹⁰

- Response time-dependent measures (Stroop, switching, flanker, attentional blink, subliminal priming)¹¹

• **Mturk data matches or exceeds in-person psychometric validity^{7,12}**

11 Crump 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

9 Berinsky et al., 2017

10 Padlaacci & Chandler, 2014

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