

Quality Control Module

This document describes the sample inputs / outputs and quality control methods for:

1. The refining recommendations second pass HIT

Refining Recommendations Survey

Refining Recommendations survey: A second pass HIT of mostly boolean-answer questions. Turkers in the same state as the location are tasked with verifying the data collected and rating its quality. All the answers are radio button choices so the data can be screened using python data frames and pandas.

Sample HIT:

The following location is a tourist destination / eatery in your state.

Location: Mango Mango Dessert Shop, Philadelphia, Pennsylvania

Description: Mango Mango Dessert is a dessert store selling traditional and modern Hong Kong style desserts. I really recommend their handcrafted green tea mille crepe!

Photograph:



1) Does the following link lead to the Google Maps location of the location described above? Link: <https://goo.gl/maps/DmoptDSXZ9qVJNHh8>

- Yes
- No

2) Have you been to this location before?

- Yes
- No

3) How relevant is the photograph depicted above to this location? Tick N/A if there is no image above.

- The photograph seems to picture this location (Yes)
- The photograph does not seem to picture this location (No)
- N/A (Na)

4) Please rate the photograph (1 - 5 scale, 1: low quality, 5: high quality) Please rate it 1 if there is no photograph.

5) To what extent does the description make you want to visit the location?

- Not likely to visit (0)
- Might visit if in the area (50)
- Would like to visit (100)

Sample Input for Refining Recommendations Survey:

Each HIT asks Turkers questions based on a location, a description, and possibly a photograph. Thus, a sample input would include:

- 1) Location: Location Name, City, State
- 2) Description: 10-30 word description
- 3) Photograph: Photograph or N/A if none provided

The data above would have been sourced from the initial questionnaire HIT and already screened. For instance, all HITs where descriptions were not provided would be removed and not be considered for refinement. The Google Maps links would have been collected from a separate set of HITs asking Turkers to collect the links.

Sample Output for Refining Recommendations Survey:

WorkerId	Google_maps	Turker_visited	Photo_relevancy	Photo_rating	Visit_likelihood
A1ZGQC 0J00M69	TRUE	TRUE	Na	1	100
A3GS6Q RW0NDZ	FALSE	TRUE	Yes	4	50
AOBTFLJ U2BEPR	TRUE	FALSE	No	1	0
A3GS6Q RW0NDZ	TRUE	FALSE			50

