Assignment 6
Web Development Teams

Please incorporate the following design specifications into the next iteration of the web platform.

Here is a high-level overview of the experiment flow.

1. Step 1 – Brief description of the experiment
2. Step 2 – Answer Demographic Questions (all questions on the same page).
   a. Gender
   b. Age
   c. Highest level of attained education
   d. Employment status
   e. Race (for Mechanical Turk version)
3. Step 3 – Begin domain questions
   a. Introduction to domain (description of task), plus a question that asks participants to predict how well they well do on the questions in relation to other participants. To answer the question, there should be a slider, from 1 to 100, which indicates their expected rank.
   b. Sequence of 20 questions, one per page. Each page should also ask participants: "How confident are you of your answer?" Use a 5-point Likert scale for the answer. http://en.wikipedia.org/wiki/Likert_scale
   c. Again ask participants to predict their performance on the questions, using the same slider as in part (a).

Additional Features

▪ **Progress Bar.** Show users their progress (i.e., the number of questions they have answered, and the number remaining).
▪ **Time Limit.** Include a 30 second time limit for each task. If no answer is received within the limit, gray out the screen and prompt the user to continue on to the next question. Do not include time limits for the demographic or the rank questions.
▪ **Other gamification techniques.** As we will have a large number of questions, it may help to devise ways of keeping users engaged and entertained by gamifying the experiment. Please **brainstorm** some gamification techniques that you think might be effective in this context, and post them on Piazza.

Social Influence Conditions

On starting the experiment, a user will be randomly assigned to either the control group, or one of several social information conditions, in which they will be shown data about other people's responses. During the pilot experiment in India, we will test out several variations, as outlined below. In the Mechanical Turk experiment, we will likely implement only 1 or 2 of the conditions.

The questions participants answer are (mostly) either point estimates or multiple-choice, and will require slightly different implementations:

Condition	Point Estimate	Multiple Choice
1	Median, interquartile range, and count (number of responses)	Histogram of previous responses
2	Most recent 5 responses, ordered by submission time.	Most recent 5 responses, ordered by submission time.
3	First 5 responses, ordered by submission time.	First 5 responses, ordered by submission time.
4	Responses from the 5 most confident users on that question, as indicated by the self-assessed rating.	Responses from the 5 most confident users on that question, as indicated by the self-assessed rating.

In all cases, the statistics should be computed only within the same experimental condition. For example, condition 1 should only be based on answers from users in condition 1.