

CSE 593

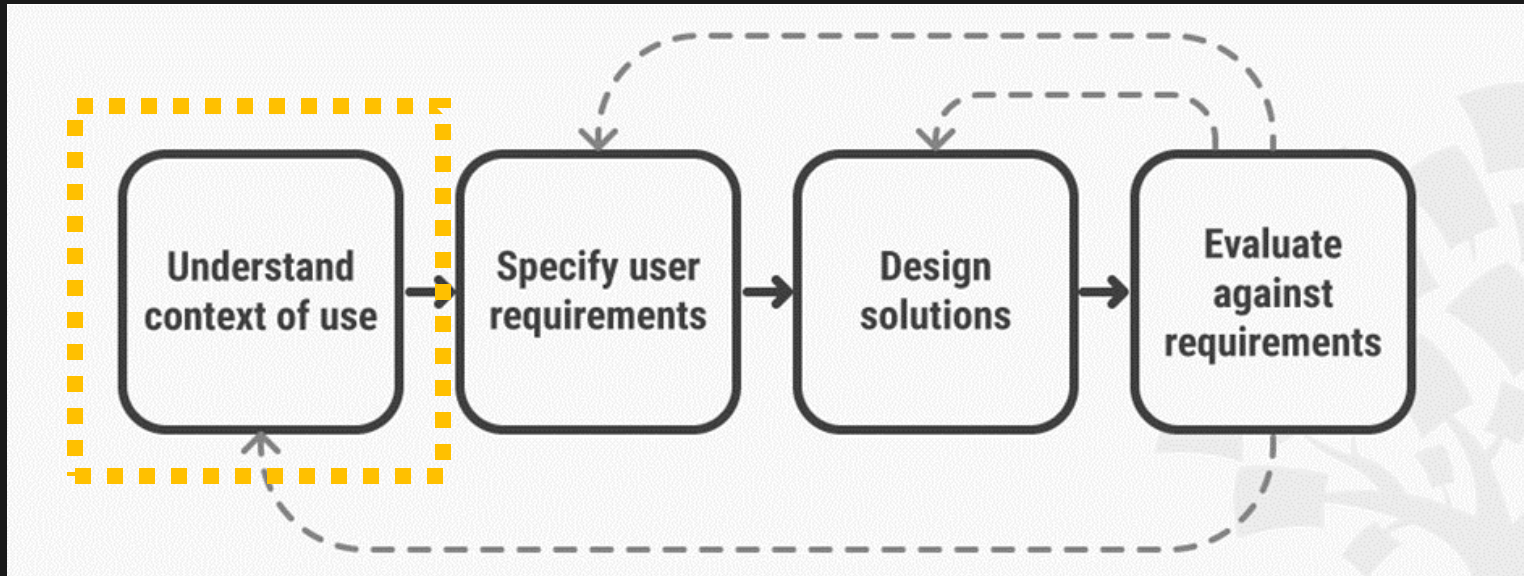
Assignment 1 post-mortem
Informed consent
Assignment 2 review

Farnaz Jahanbakhsh

Logistics

- Working on Assignment 1 (Individual) grades.
- Assignment 1 (Group) was due yesterday at 5PM.
- Assignment 2 assigned today.
- Assignment 2 (Individual) **due in two weeks** (10/09 at 5PM).
- Assignment 2 (Group) due in three weeks (10/16 at 5PM)

User-centered design process



Assignment 1 (individual) post mortem

Think-aloud protocol

- Watch, listen, and take notes
- Don't intervene to "help" the participant
 - Unless they get stuck
- Probe, Ask follow-up questions

Assignment 1 (group) post mortem

- You conducted your surveys! Great job!
- We loved the diverse set of foci.
- Good number of responses.
- Some insightful findings.

Assignment 1 (group) post mortem

- Challenges formulating promise, obstacles, and solution.
- Disconnect between related work and the rest of the assignment. Not clear how it informs understanding of context of use.

Assignment 1 (group) post mortem


- Survey design challenges:
 - No clear inclusion/exclusion criteria
 - No clear informed consent.
 - Insufficient consideration for demographics data.
 - Few questions directly explore breakdowns.
 - Some hypothetical questions.
 - Arbitrary choice of Likert Scales.
 - Analysis rarely explores relationship between answers to different questions.
 - Some challenges with visualizing data.
 - No explicit changes to focus in the discussion.

Informed Consent vs Deception

Biases in ratings of online gig workers

LTE 9:41 AM 100%

× Tuesday to 1455 Market St



★★★★☆





OK, but had an issue

Cleanliness	Navigation	Price
Pickup	Route	Driving
Service Quality	Other	

Please select one or more issues

upwork Log In Get Started

Work with anyone. Anywhere.

 \$50/hr Copywriter * Journalist * Web editor * Translator ★ 5.0/5 (3 jobs) Writing Copywriting Translation Editing & Proofreading Article Writing Creative Writing See More	 \$50/hr Copyeditor * Proofreader * Writer ★ 5.0/5 (26 jobs) Academic Editing Business Editing Editor Technical Editing Proofreading See More	 \$41/hr SEO Consultant * WordPress * Affiliate Marketing * Shopify help ★ 4.9/5 (31 jobs) SEO SEO Keyword Research Local SEO On-Page SEO Off-Page SEO Affiliate Marketing See More	 \$75/hr Scripts * Automation * Python * Discord Bots * API Integration ★ 4.7/5 (105 jobs) Python Scripting Automation Scripts & Utilities Perl Ruby JavaScript See More
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Differential performance evaluation

ARE EMILY AND GREG MORE EMPLOYABLE
THAN LAKISHA AND JAMAL?
A FIELD EXPERIMENT ON LABOR MARKET DISCRIMINATION

Marianne Bertrand
Sendhil Mullainathan

**What's in a Name: Exposing Gender Bias in Student
Ratings of Teaching**

Lillian MacNeill • Adam Driscoll • Andrea N. Hunt

Differential performance evaluation (online edition)

Potential
confounding
factor:
performance

Bias in Online Freelance Marketplaces: Evidence from TaskRabbit and Fiverr

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ABSTRACT

Online freelancing marketplaces have grown quickly in recent years. In theory, these sites offer workers the ability to earn money without the obligations and potential social biases associated with traditional employment frameworks. In this paper, we study whether two prominent online freelance marketplaces—TaskRabbit and Fiverr—are impacted by racial and gender bias. From these two platforms, we collect 13,500 worker profiles and gather information about workers' gender, race, customer reviews, ratings, and positions in search rankings. In both marketplaces, we find evidence of bias: we find that perceived gender and race are significantly correlated with worker evaluations, which could harm the employment opportunities afforded to the workers. We hope that our study fuels more research on the presence and implications of discrimination in online environments.

INTRODUCTION

Online freelance marketplaces such as Upwork, Care.com, and Freelancer have grown quickly in recent years. These sites facilitate additional income for many workers, and even provide a primary income source for a growing minority. In 2014, it was estimated that 25% of the total workforce in the US was involved in some form of freelancing, and this number is predicted to grow to 40% by 2020 [37, 34].

Online freelancing offers two potential benefits to workers. The first, *flexibility*, stems from workers' ability to decide when they want to work, and what kinds of tasks they are willing to perform [33]. Indeed, online freelancing websites provide job opportunities to workers who may be disenfranchised by the rigidity of the traditional labor market, *e.g.*, new parents who can only spend a few hours working on their laptops at night, or people with

Controlled experiments to isolate performance

Why deception?

Writing Sample

In "Let there be dark," Paul Bogard talks about the importance of darkness. Darkness is essential to humans. Bogard states, "Our bodies need darkness to produce the hormone melatonin, which keeps certain cancers from developing, and our bodies need darkness for sleep, sleep. Sleep disorders have been linked to diabetes, obesity, cardiovascular disease and depression and recent research suggests are main cause of "short sleep" is "long light." Whether we work at night or simply take our tablets, notebooks and smartphones to bed, there isn't a place for this much artificial light in our lives." (Bogard 2). Here, Bogard talks about the importance of darkness to humans. Humans need darkness to sleep in order to be healthy. Animals also need darkness. Bogard states, "The rest of the world depends on darkness as well, including nocturnal and crepuscular species of birds, insects, mammals, fish and reptiles. Some examples are well known—the 400 species of birds that migrate at night in North America, the sea turtles that come ashore to lay their eggs—and some are not, such as the bats that save American farmers billions in pest control and the moths that pollinate 80% of the world's flora. Ecological light pollution is like the bulldozer of the night, wrecking habitat and disrupting ecosystems several billion years in the making. Simply put, without darkness, Earth's ecology would collapse..." (Bogard 2). Here Bogard explains that animals, too, need darkness to survive.

Alex's Feedback

Although this essay consists almost entirely of words taken directly from the passage the writer does not show an understanding of two of Bogard's main points by selecting and briefly, summarizing two important lines of text. Overall, this response demonstrates partially Unsuccessful reading comprehension. However, the writer demonstrates no deeper understanding of the passage's main ideas or important details.

Instead the writer does not cite from the passage and offering a brief restatement of each point. The writer does attempt to Analyze Bogard's use of writing elements. Overall, this paper demonstrates inadequate analysis.

The essay begins with a very broad central claim but otherwise lacks a recognizable introduction and conclusion. The writer's main ideas are not separating into Paragraphs but because there is little original writing here there is no clear evidence of the writer's ability to logically order or advance idea. Overall, this essay demonstrates inadequate writing ability. There is also little evidence of the writer's inability to Vary sentence structure.

Alex



Overall, please rate Alex's feedback



Done

Thebault-Spieker, Jacob, Daniel Kluver, Maximilian A. Klein, Aaron Halfaker, Brent Hecht, Loren Terveen, and Joseph A. Konstan. "Simulation experiments on (the absence of) ratings bias in reputation systems." *Proceedings of the ACM on Human-Computer Interaction* 1, no. CSCW (2017)

No biases manifested

- Intent to deceive \neq successful deception
- “evaluating work done for someone else may not trigger enough empathy or ownership to show evaluation bias”

Simulated workers

Low performing male	Low performing female
High performing male	High performing female

Farnaz Jahanbakhsh, Justin Cranshaw, Scott Counts, Walter S. Lasecki, and Kori Inkpen. "An experimental study of bias in platform worker ratings: the role of performance quality and gender." In *Proceedings of the 2020 CHI Conference on Human Factors in Computing Systems*, pp. 1-13. 2020.

Task Time: 7 minutes 32 seconds



Kate

★★★★☆ (3.6)

swimming

water

Kate is tagging the image



Image Attribution

Select the 3 best tags as soon as both workers finish.

Submit



Jeremiah

★★★★☆ (4.5)

ocean

shore

birds

rocky

seagulls

Jeremiah is done tagging the image



Kate

★★★★☆ (3.6)

chairs

suspenders

gambling

greetings

uniform

Kate is done tagging the image

Task Time: 6 minutes 20 seconds



Image Attribution

chairs ✕

police ✕

restaurant ✕

Submit



Jeremiah

★★★★☆ (4.5)

bottle

bicycle

Jeremiah is done tagging the image

Help us assess worker performance. Your input is confidential.



Allison

★★★★☆ (4.4)

Rate the performance of Allison



How willing are you to work with this worker in the future?

☐ 1 very unwilling ☐ 2 ☐ 3 ☐ 4 ☒ 5 very willing



Liam

★★★★☆ (3.5)

Rate the performance of Liam



How willing are you to work with this worker in the future?

☐ 1 very unwilling ☐ 2 ☒ 3 ☐ 4 ☐ 5 very willing

Submit Evaluation

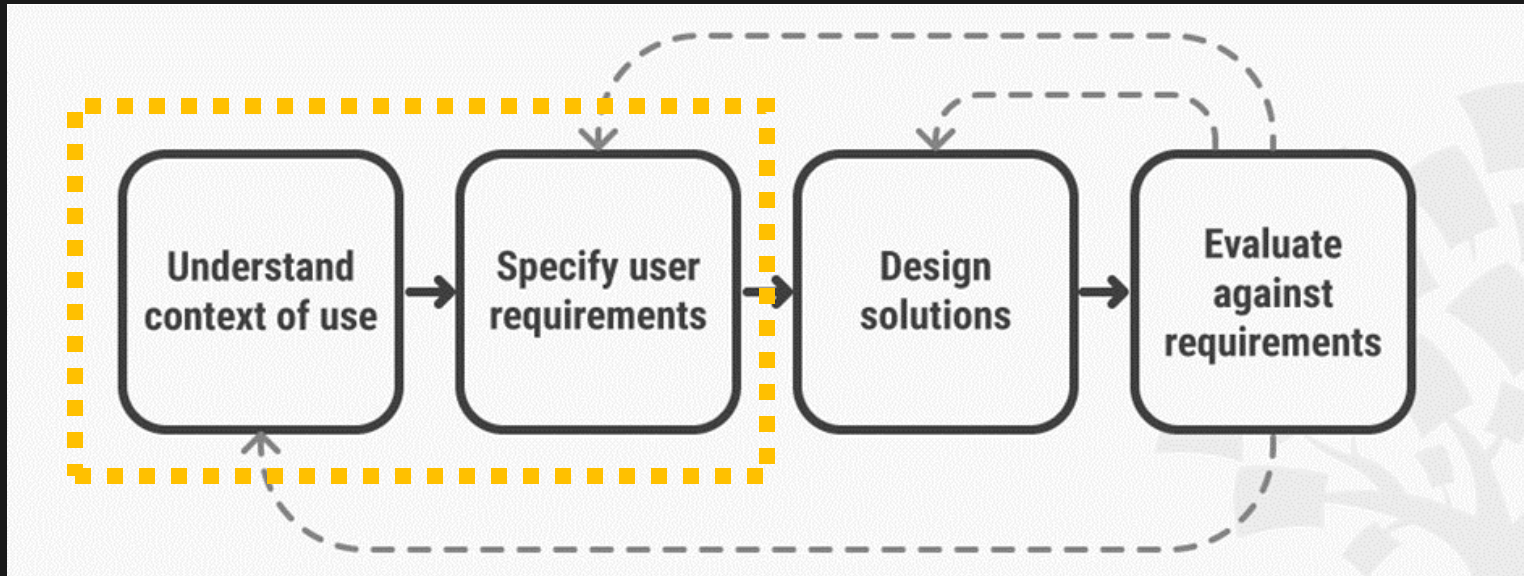
Deceptive elements

- Introduced the workers as real
- Labeling was just a set up to expose workers' performance, and a pretext for asking participant to rate
- Performance of the team ostensibly affected participant's pay

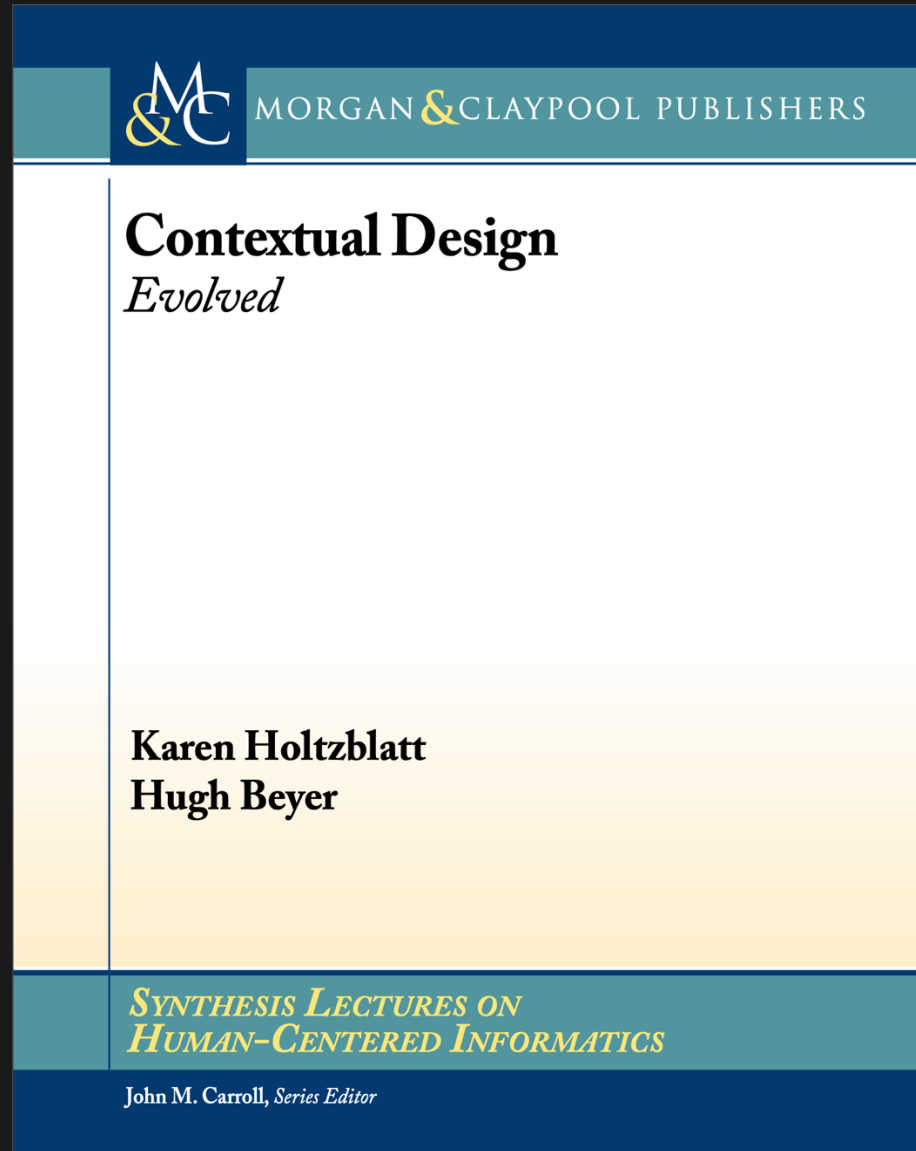
Participant debriefing after deception

- Hypotheses that were tested
- Procedures for deception
- Reason why deception was necessary

User-centered design process



Contextual design



Contextual Design

Contextual Inquiry

Interpretation

Consolidation

Design

Assignment 2 (individual)

- Each member will conduct one Contextual Interview.
- Each member will create interpretations for their interview.

Example: texting a friend

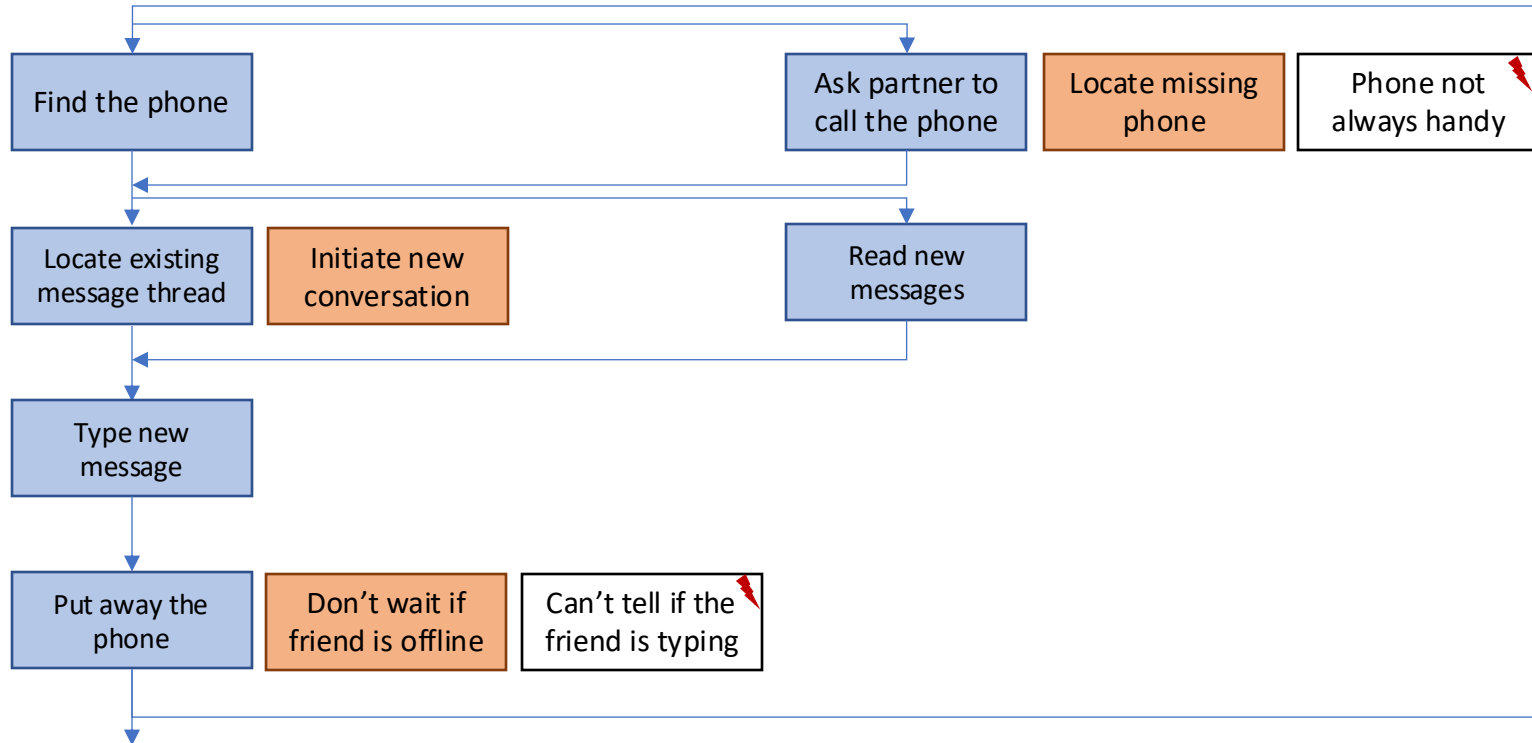
Code	Interpretation
U01-01	They texted their friend to check on existing plans.
U01-02	To text a friend they had to first find their phone that is not always on them.
U01-03	They had to ask their significant other to call their phone to be able to find it.
U01-04	To text a friend they located an old SMS thread and simply "replied" to an unrelated message. It does not matter what the previous message was about.
U01-05	They then typed a message asking about dinner plans later that weekend. They read the message a few time before sending to make sure it was free from errors and that it "made sense."
U01-06	The friend does not always respond right away; that is fine as long as they hear back in time.
U01-07	When phone is handy, they can text right away.

Assignment 2 (individual)

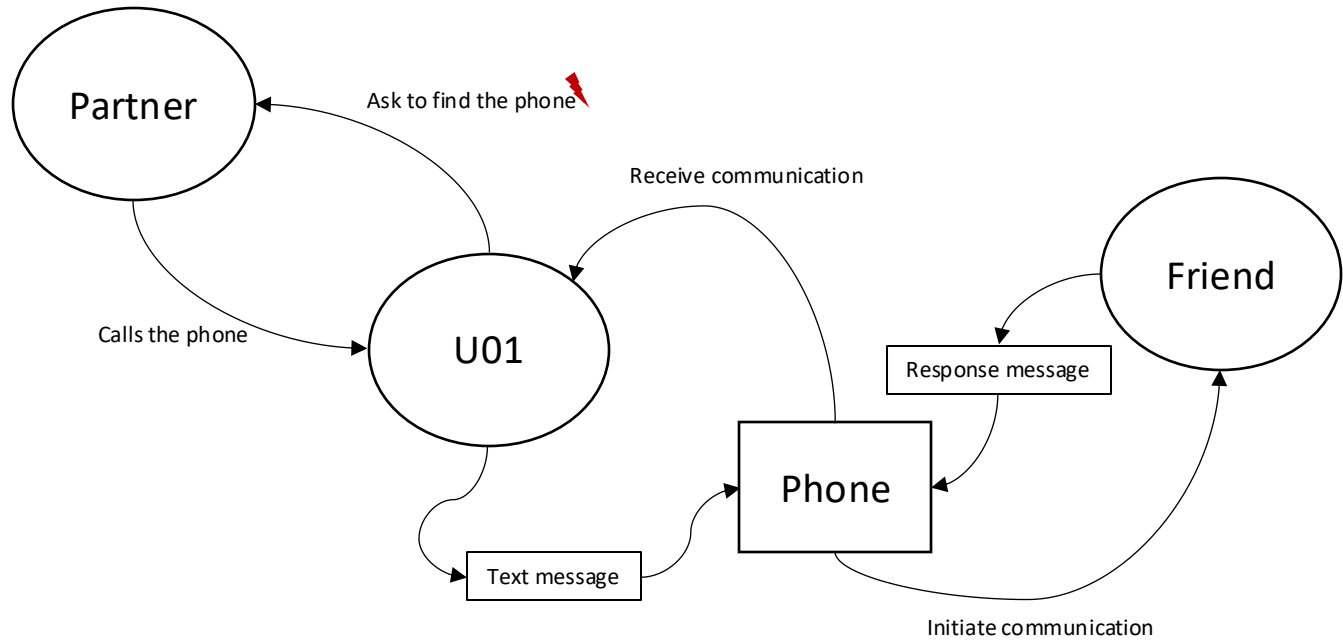
- Each member will conduct one Contextual Interview.
- Each member will create interpretations for their interview.
- Each member will create sequence diagrams and flow diagrams for their participant.

Sequence model

U01: Text a friend to check on existing plans



Flow diagram



Assignment 2 (group)

- You will work as a team to consolidate your diagrams.
- You will work as a team to create your affinity diagram.
- You will work as a team to come up with requirements.
- **But!** You may want to start with requirements individually and then consolidate them as a team.

Assignment 2 (group)

- You only have **1 week to do this!**
- Keep track of where your other team members are with their individual assignment.
- Encourage everyone to conduct the interview early so that you have the interpretations ready for affinity diagramming.
- Consider starting on the affinity diagram even before you all submit Assignment 2 (Individual)



Questions, comments, and/or concerns?

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