**User Guide Instructions - How to use Mechanical Turk to Collect Data**

Amazon Mechanical Turk (MTurk) is a marketplace that helps individuals and businesses outsource their processes and jobs to a distributed workforce who can perform these tasks virtually. This user guide will walk you through how you can conduct simple data validation and search tasks like survey participation. MTurk enables companies to harness the collective intelligence, skills, and insights from a global workforce to streamline business processes and augment data collection and analysis.

1. Access the link to MTurk: [www.mturk.com](http://www.mturk.com)

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1. Sign in with AWS or Amazon Account (or create an account if new user)

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1. Set up Amazon Mechanical Turk as a Requester (the researcher who is collecting the data.)
2. You will need to enter the contact details for the company like address, phone number, and how you plan to use MTurk and how often you except to use it: For our purposes we will be checking the ***‘Conduct surveys or market research’ option.’***

Text

Description automatically generated with medium confidence

1. Once this is completed you will see this screen:

Graphical user interface, text, application, email

Description automatically generated

1. We will now pause here and move over to set up the survey instrument of your choice, for this example we will use Qualtrics to produce a random code to verify authenticity.
2. Access Qualtrics via this link – [www.qualtrics.com](http://www.qualtrics.com) and create an account.
3. Once logged in, you will need to create a new project and select the Survey option. Enter the name of the project and hit Create Project once entered. For this purpose we will creating a blank survey.

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1. You will now see the following page. This is where you edit the questions. (question type, answer type, # of choices, etc.

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1. Enter all the information/ questions you wish to ask the people conducting the survey.
2. Once the user completed the survey they will need to provide a randomly generated MTurk code.
3. The way we setup the random codes will be the following: On the left side of the page click the highlighted blue icon as seen here:

A picture containing icon

Description automatically generated

1. Click on **Add a New Element Here**: Graphical user interface, application

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2. Once you click that you will see the following: Graphical user interface

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Click on Embedded Data.

1. Under set embedded data, we will need to name the field. For this example we will name it: RandomSurveyID. Then click on Set a Value. Click the drop down menu, under Insert Piped Text, select Random Number – Integer and for this example we will use 10000 – 99999.
2. Graphical user interface, text, application

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3. Hit save flow.
4. We will now add a descriptive text at the end of the survey that will allow us to generate that randomized code for each user:
5. For example, we can say “Thank you for taking the survey, here is your Amazon Mechanical Turk Code” then click on ‘Pipe Text’. Embedded Data Field and enter what name we used on step 15.
6. Now we will need to ensure the correct settings are in place. On the left side of the page click on Survey Options. Then under Response Requirements select Add Requirements – Force Response.

Graphical user interface, text, application, chat or text message

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1. Under Options – Security, make sure the Prevent Multiple Submissions option to be on. Graphical user interface, text, application, email

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2. Publish
3. Once this part is completed, connect Qualtrics to MTurk.
4. In MTurk click on Create Project. Enter Project Name, Title, Description, and Set up the survey details that are needed. Then enter the worker requirements, then click Design Layout.

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1. Add description under Survey Link Instructions and then add in the Survey Link for Qualtrics. Graphical user interface, text, application, email

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2. Confirm and Publish the Survey.
3. We will be able to view the Publish Batches and view details/manage the survey results.

References:

* [www.youtube.com/watch?v=PGTtf0kzmXU](http://www.youtube.com/watch?v=PGTtf0kzmXU)
* [www.youtube.com/watch?v=1Rv0miGwr2s](http://www.youtube.com/watch?v=1Rv0miGwr2s)
* [www.youtube.com/watch?v=3hTavEPjDvI](http://www.youtube.com/watch?v=3hTavEPjDvI)
* [www.youtube.com/watch?v=13H16TzAVx0](http://www.youtube.com/watch?v=13H16TzAVx0)
* [www.youtube.com/watch?v=871XHYfBQlE](http://www.youtube.com/watch?v=871XHYfBQlE)