

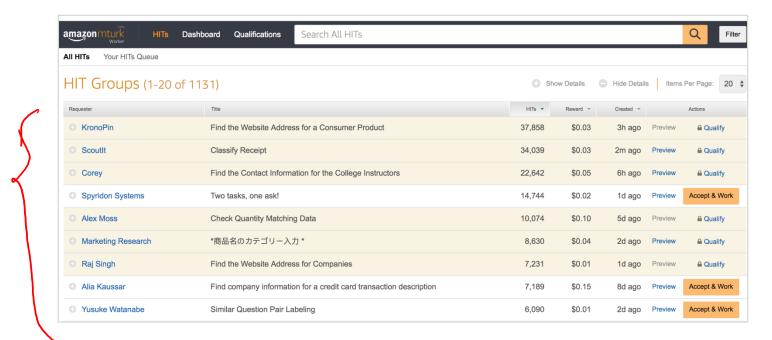
Crowdsourcing Annotations

School of Information Studies
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Crowdsourcing the Annotations

A cheap and fast approach for obtaining training examples

Amazon Mechanical Turk (AMT)



To Be an AMT Worker

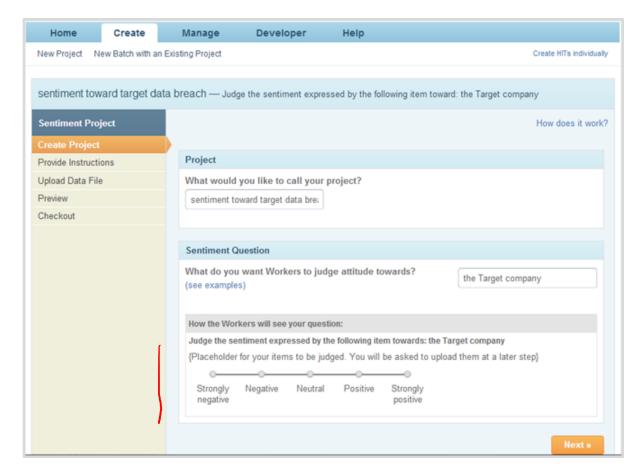
Sign up (takes up to 48 hours to be approved)
Search for tasks and accomplish

To Be an AMT Requester

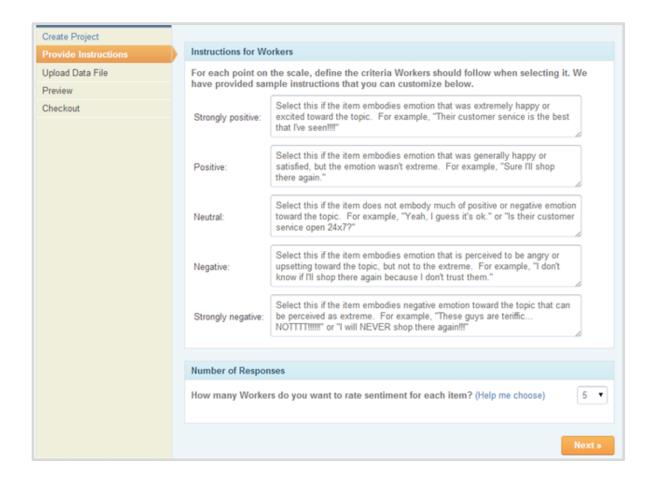
Trial task: prepare ~\$5 and use your HW1 data

- Ask five AMT workers to label each comment
- Calculate inter-coder agreement
 - Among AMT workers (average Kappa)
 - Between each worker and your ground truth
 - Do the workers perform equally well? Do they share similar marginal distribution?

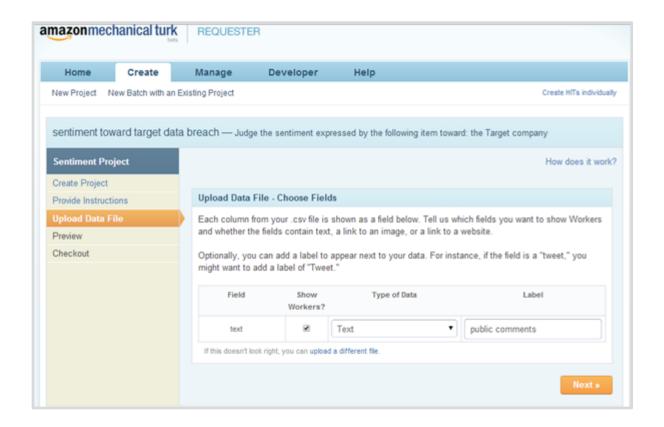
Step 1: Create Project



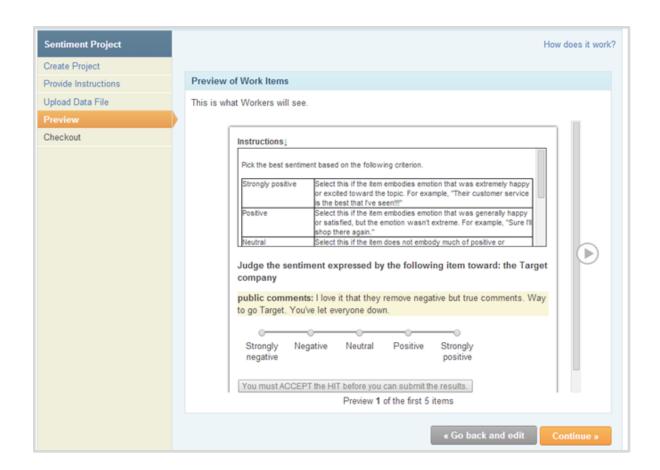
Step 2: Provide Instructions



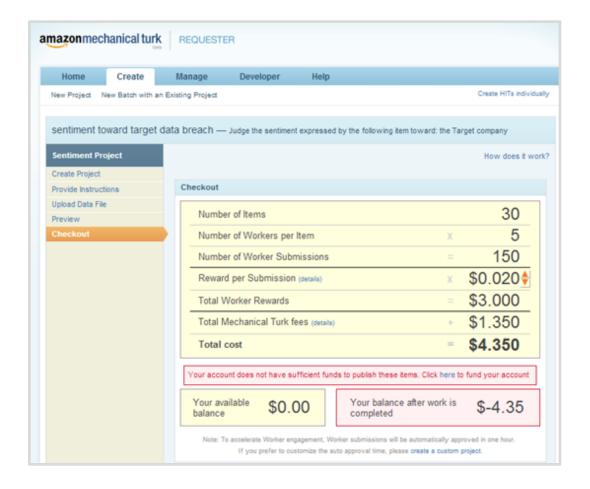
Step 3: Upload Data File



Step 4: Preview



Step 5: Checkout



Issues About Using AMT

Understand the AMT worker population

- U.S., India, and many other countries
- Language proficiency
- "Master" workers vs. others

Issues About Using AMT

How much do you pay?

- Not too high (attract spammers)
- Not too low (turn away workers and get bad reputations)

Check out customary payment level in similar tasks

The ethical issues around minimum wage

Issues About Using AMT

Strategies for spam control

- Hire "master" workers only.
- Insert "test cases" in your task; if a worker performed poorly on the test cases, you can refuse to pay.
- Refuse to pay is a serious matter. It can ruin your reputation in the AMT worker community.
- Motivate the workers with interesting design of your tasks.

How Good Are the Turkers?

Cheap and fast? But is it good? Evaluating non-expert for natural language tasks

Snow, R., O'Connor, B., Jurafsky, D., & Ng, A. Y. (2008, October). Cheap and fast—but is it good? Evaluating non-expert annotations for natural language tasks. *In Proceedings of EMNLP 2008* (pp. 254–263).