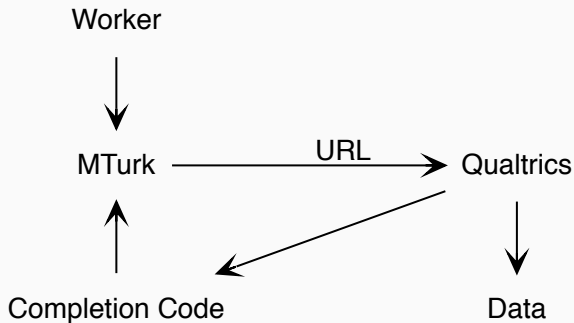


MTurk and Qualtrics

So you want to collect some data with MTurk workers?

1. Create a Qualtrics survey. survey.wisc.edu
2. Get a URL to the survey by making the survey live.
3. Create a MTurk HIT. requester.mturk.com
4. Give people who accept the HIT the URL to the survey.
5. Decide how to verify whether the worker did what they were supposed to: **completion codes** and **attention checks**.

Worker flow



Giving people a completion code

- Go to Survey Flow.
- Add an End of Survey message to the flow.
- Set an End of Survey message with the completion code in it.

Generating unique completion codes

Don't get scammed!

The more complex the completion codes, the more difficult it is to verify.

Solution: Generate unique completion codes with some common elements.

```
# sapir.psych.wisc.edu/~lupyan/randString.php  
ciDlrCArTrusQUo0lMIs  
i0aQJfCrTrMuoPxqJeXM  
rgtosZFrTrLDgLQENvBU  
fJYYDeTrTrvRekLuhNCL
```

Getting randomly generated codes in End of Survey messages

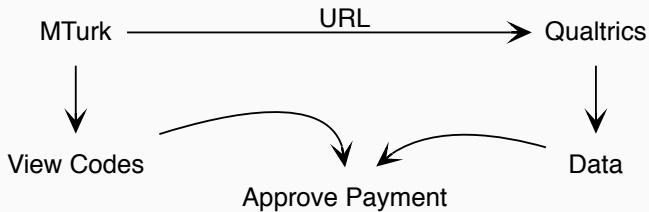
- Go to Survey Flow.
- Add a Web Service to the Survey Flow.
- Capture the result of the random string script in an Embedded Data variable.

The screenshot shows a 'Web Service' configuration panel. At the top, there's a 'URL:' field containing 'http://sapir.psych.wisc.edu/~lupyan/randString.php' and a 'Test URL' button. Below this is a 'Method:' dropdown menu set to 'GET'. There are two links: 'Add a query parameter to send to web service...' and 'Add a custom header to send to web service...'. A checkbox labeled 'Fire and Forget' is unchecked. Under the 'Set Embedded Data' section, there is an equals sign between two fields, both containing the text 'code'. To the right of the second field are minus and plus icons. At the bottom right, there are four action buttons: 'Add Below' (green), 'Move' (blue), 'Duplicate' (blue), and 'Delete' (red).

Figure 1:

1. How to generate completion codes so you know who completed the survey.
2. *Next: How to verify participation from their responses to the survey.*

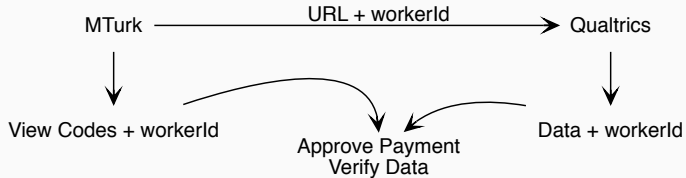
Experimenter flow



Attention checks

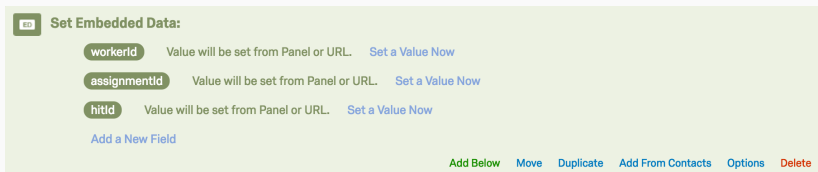
- Questions to test if the worker is paying attention or clicking blindly.
- Usually best if it somehow resembles the other questions in the survey.
- If you will *not* pay people for failing an attention check, you should warn about it in the HIT description.
- Another strategy is to pay everyone who does the survey, but exclude data for analysis based on whether they failed the attention check.

Problem: Linking data and completion codes



Steps to adding workerId to the Qualtrics URL

- **Go to requester.mturk.edu**, find or create the HIT, and insert JavaScript code that fetches the current worker's ID and appends it to the Qualtrics survey URL.
- **Go to Qualtrics via survey.wisc.edu**, and configure the Qualtrics survey to fetch the workerId from the URL and add it to the data.



The screenshot shows the 'Set Embedded Data' configuration panel in Qualtrics. It features a header with an 'ED' icon and the title 'Set Embedded Data:'. Below this, there are three data fields, each with a label in a dark green pill, a description, and a 'Set a Value Now' link. The fields are 'workerId', 'assignmentId', and 'hitId'. At the bottom left, there is a link 'Add a New Field'. At the bottom right, there are several action links: 'Add Below', 'Move', 'Duplicate', 'Add From Contacts', 'Options', and 'Delete'.

ED Set Embedded Data:

workerId Value will be set from Panel or URL. [Set a Value Now](#)

assignmentId Value will be set from Panel or URL. [Set a Value Now](#)

hitId Value will be set from Panel or URL. [Set a Value Now](#)

[Add a New Field](#)

[Add Below](#) [Move](#) [Duplicate](#) [Add From Contacts](#) [Options](#) [Delete](#)

Figure 2:

JavaScript to put in HIT

```
var qualtricsUrl = "YOUR_FULL_QUALTRICS_URL_HERE";

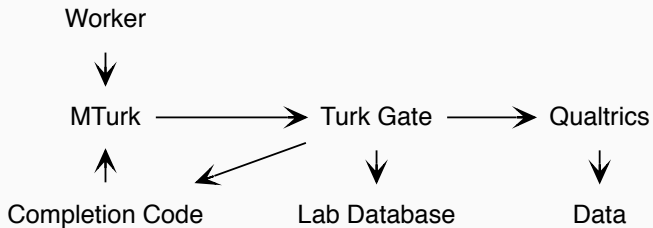
// Custom function for getting vars from MTurk URL
var urlVars = getUrlVars();

// Append worker vars to the Qualtrics URL
qualtricsUrl = qualtricsUrl +
    "?workerId=" + urlVars["workerId"] +
    "&assignmentId=" + urlVars["assignmentId"] +
    "&hitId=" + urlVars["hitId"];

// Create the link on the page
document.write("<a href=" + qualtricsUrl + ">" +
    "Click here to take the survey." +
    "</a>");
```

Share a “default-lab-hit-description.html” file that can be copied and pasted into a MTurk HIT.

1. How to generate completion codes so you know who completed the survey.
2. How to verify participation from their responses to the survey.
3. *Next: Preventing participants who completed one HIT from completing another HIT.*



sapiir.psych.wisc.edu/TurkGate/

- Survey URL
- Group Name