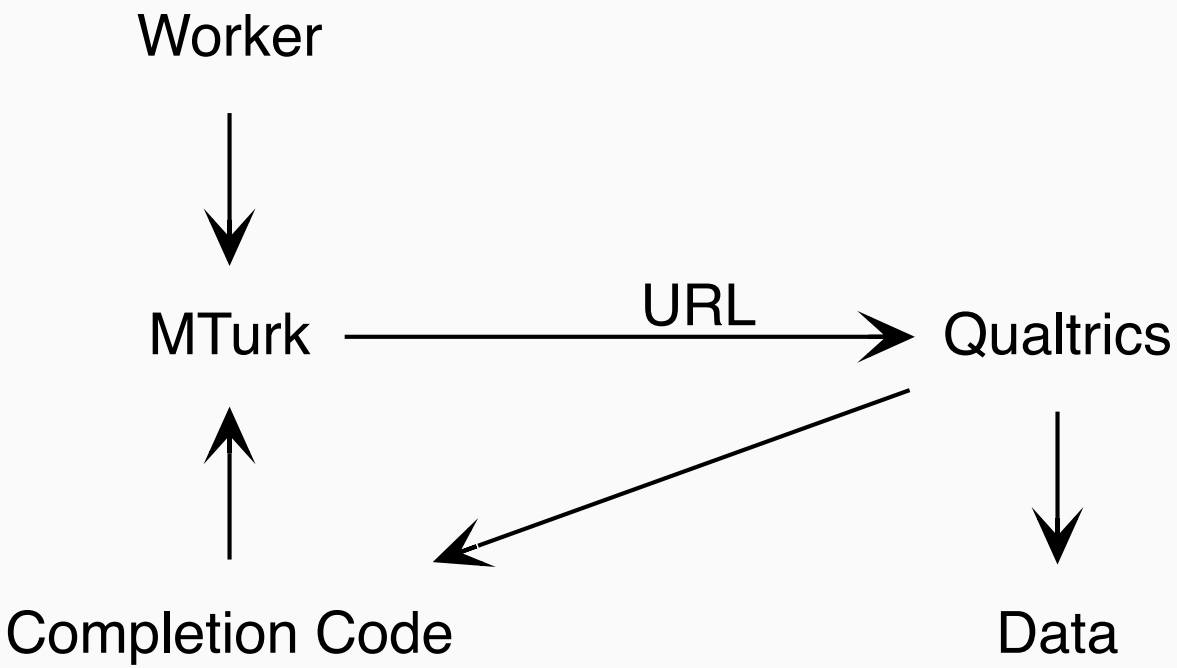
MTurk and Qualtrics

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
ciDlrCArTrusQUoOlMIs
iOaQJfCrTrMuoPxqJeXM
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.

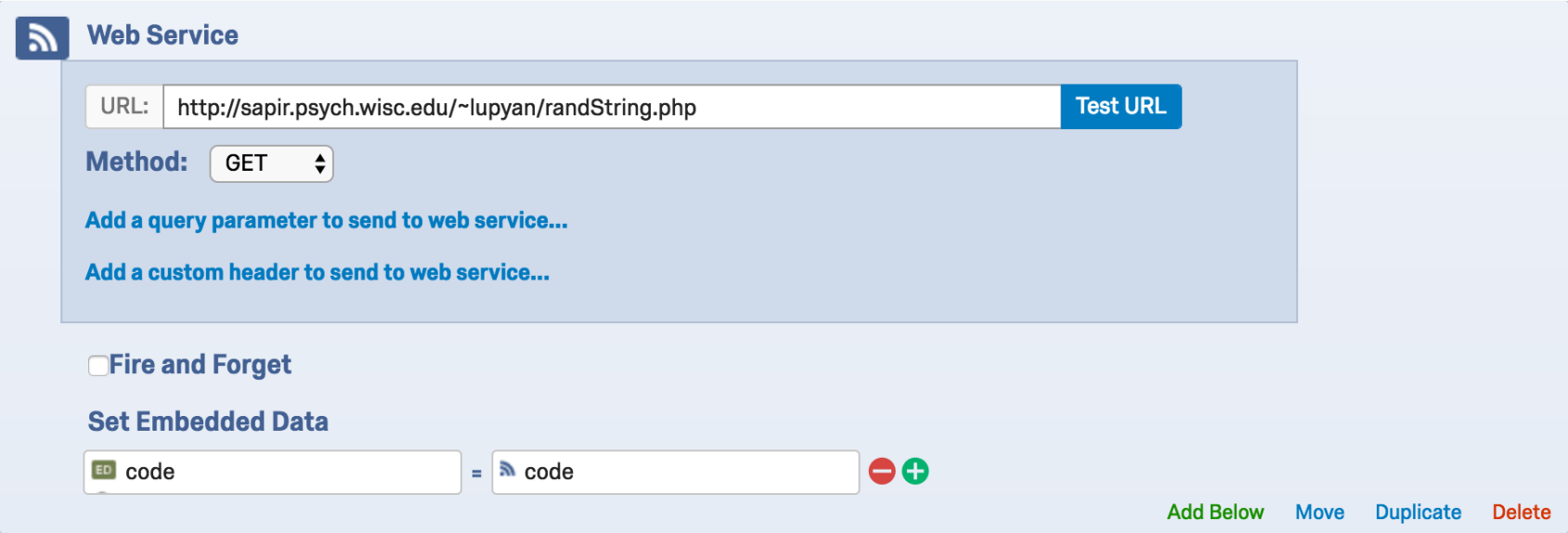
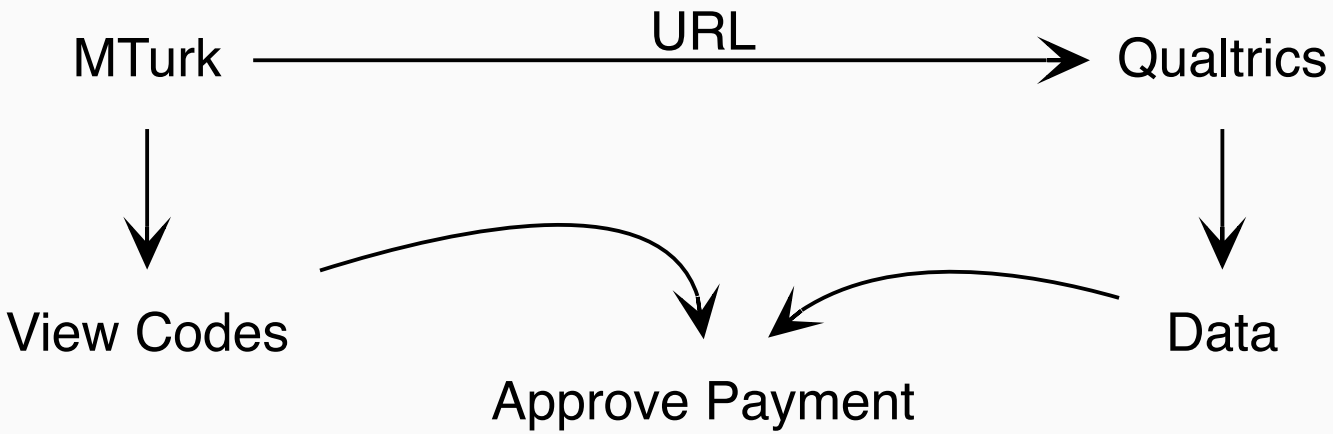


Figure 1:

So far

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.*

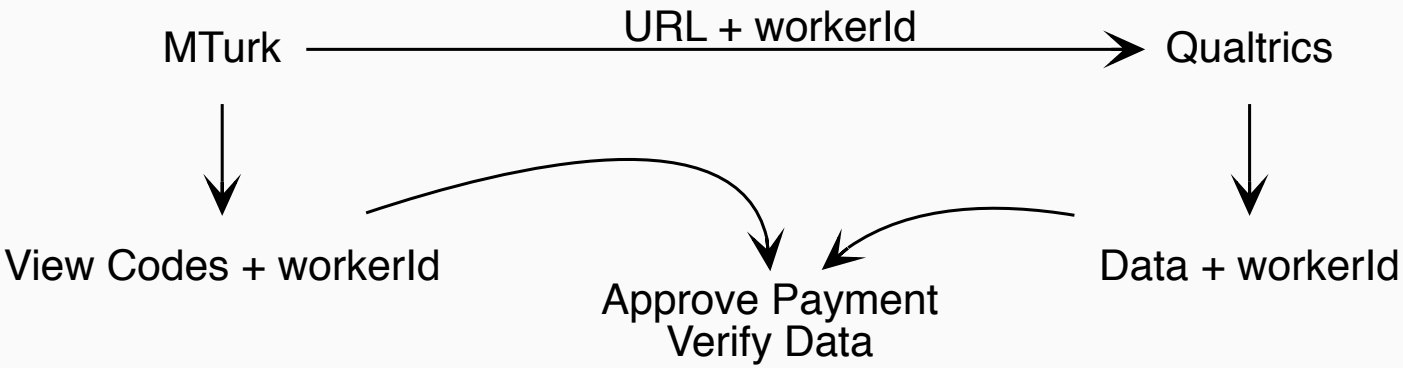
Experimenter flow



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 warng 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.

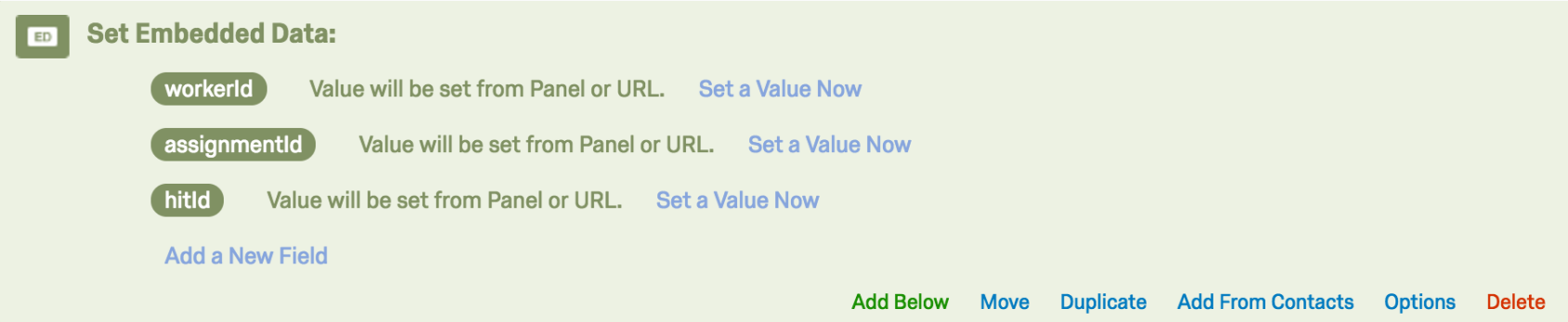


Figure 2:

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>");
```

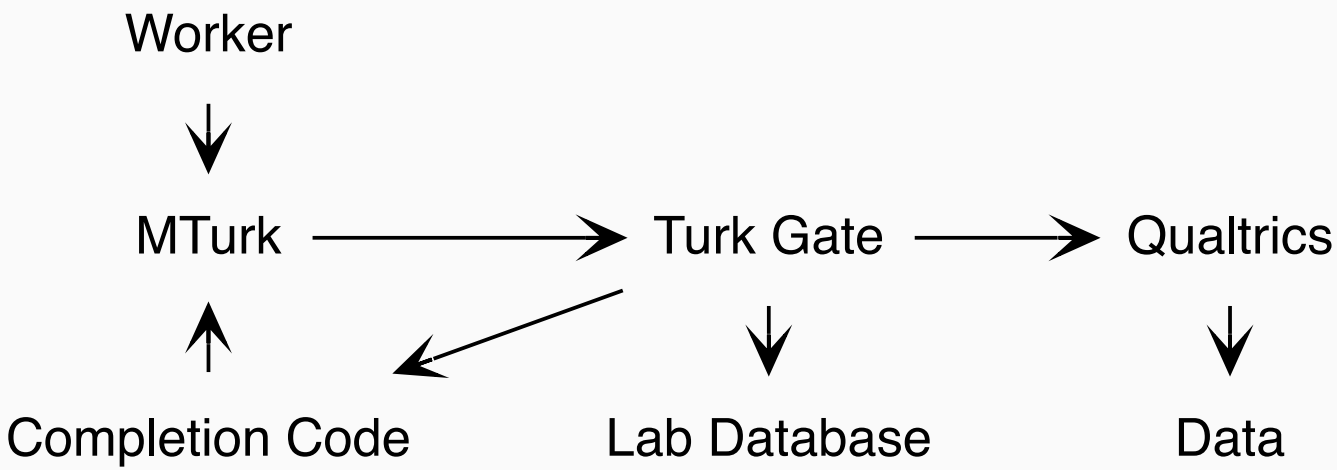
Lab strategy for reuse

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

So far

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.*

TurkGate


Worker
MTurk
Turk Gate
Qualtrics
Completion Code
Lab Database
Data

TurkGate

sapir.psych.wisc.edu/TurkGate/

- Survey URL
- Group Name