

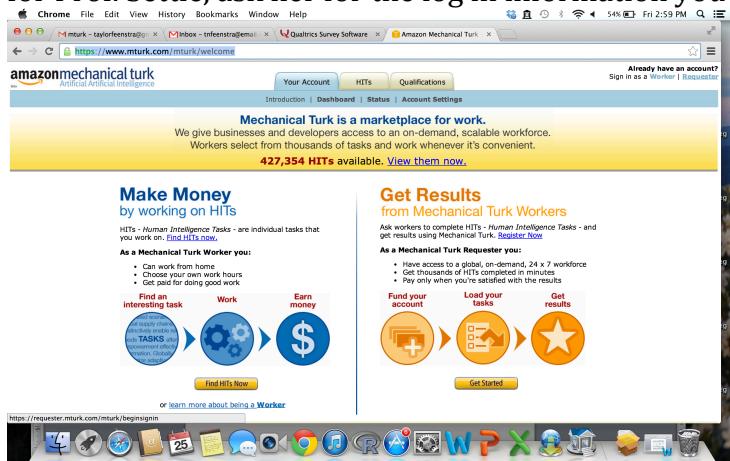
Mechanical Turk How To Guide

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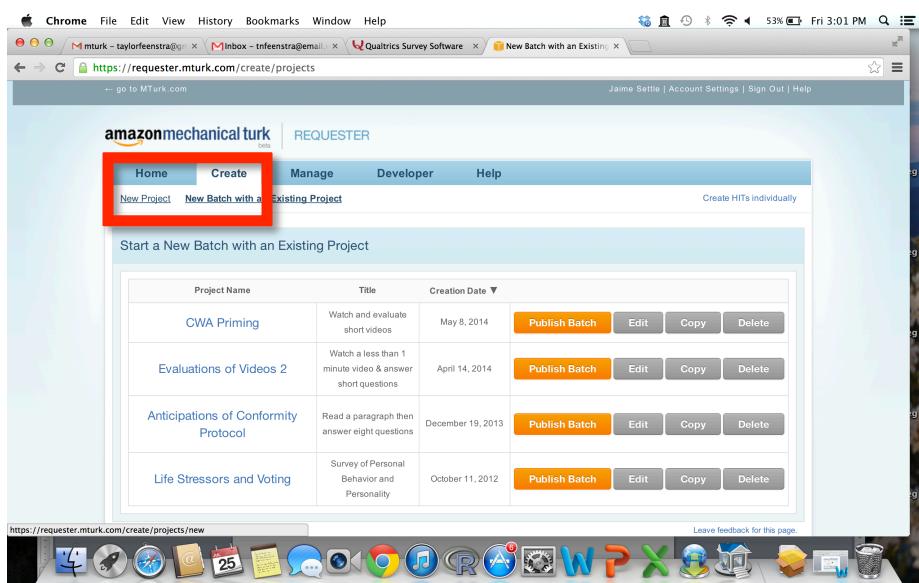
This guide walks through how to conduct a survey on Mechanical Turk. It shows how to set up the HIT (task to be completed by workers), how to create a random code at the end of your Qualtrics survey, and how to approve workers during data collection.

Setting up and Publishing a HIT:

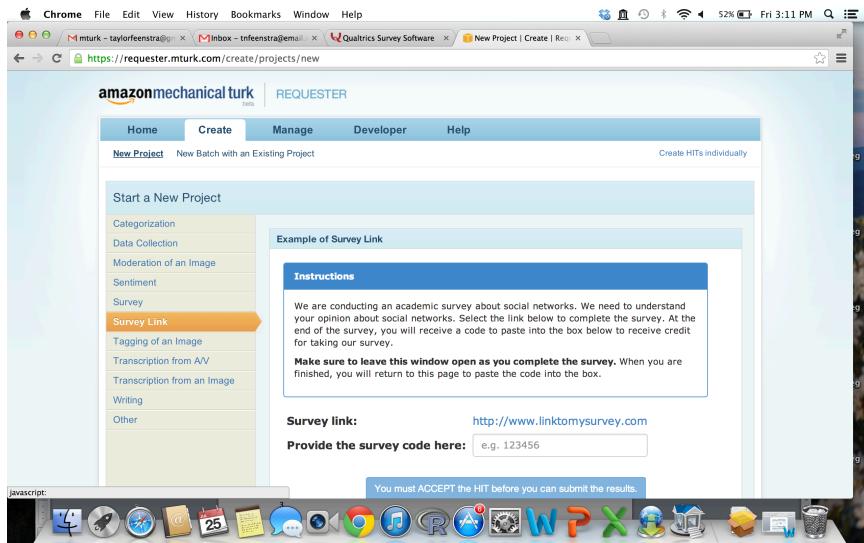
1. Go to <https://www.mturk.com/mturk/welcome> and sign into your “Requester” account in the upper right hand corner. (If you are working on an independent project funded through a grant, you will need to set up your own account. If you are working on a project for Prof. Settle, ask her for the log in information you need.)



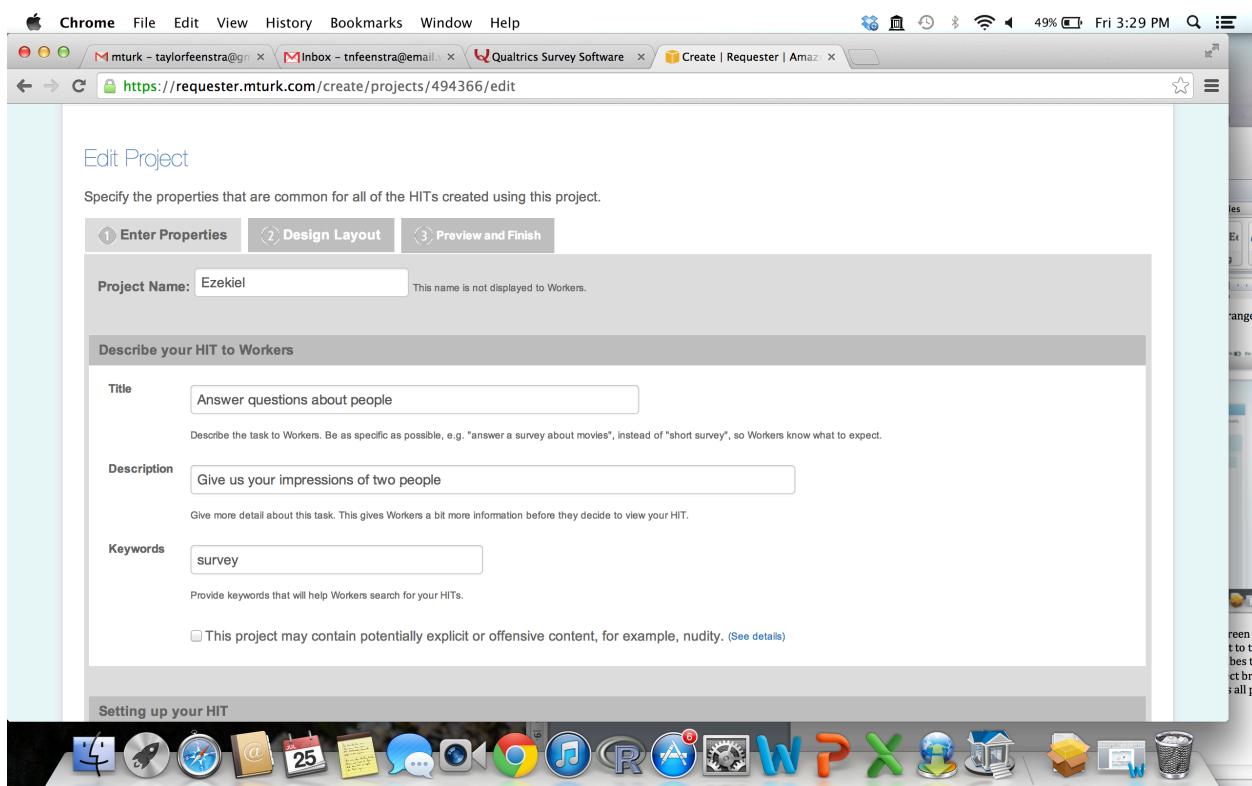
2. After signing in, click on the “Create” tab and then “New Project”



3. Click on “Survey Link” on the left side of the screen. Then click the orange “Create Project” button on the bottom right corner of the screen.



4. Now, enter properties for the project. Moving from the top of the screen to the bottom, you will need to enter a project name (appears only to you, not to the workers), title (appears to workers; try to select something that describes the task in a few words), description (kind of redundant, but describe the project briefly), and any keywords workers could search by (i.e. survey, video, etc.). It's all pretty self explanatory on the website too.

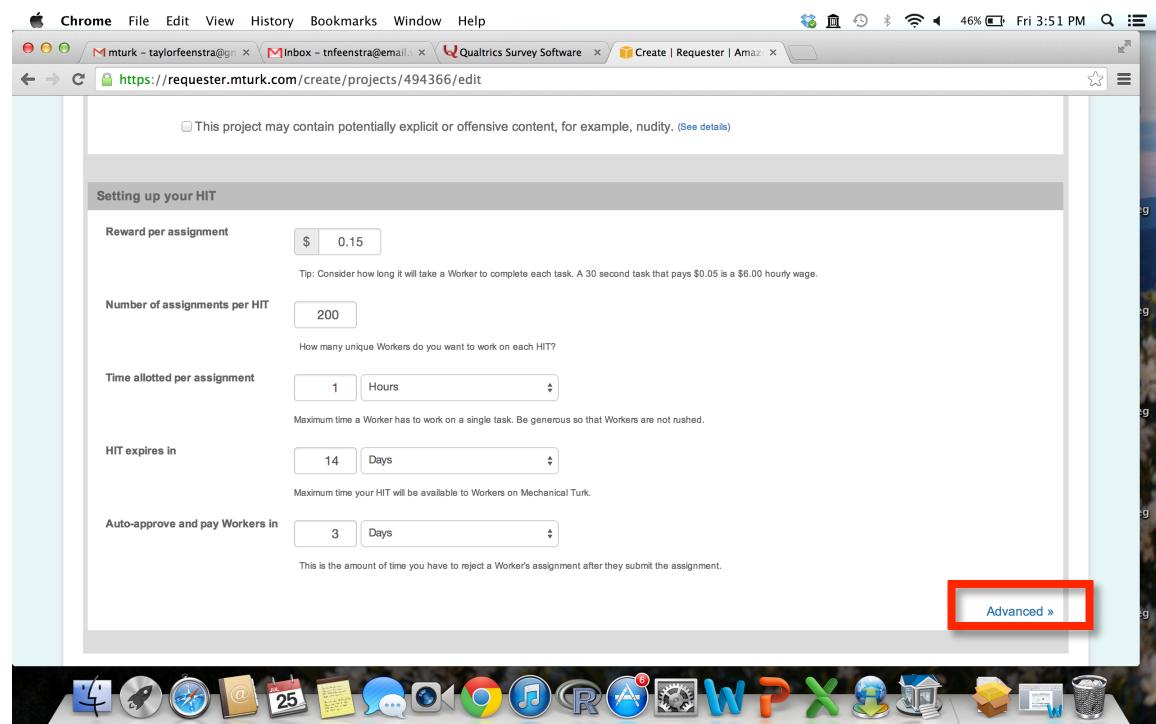


5. Scrolling down, start setting up your HIT. Set the reward per assignment at how much you want each worker to get paid for doing your survey.

Next, for the number of assignments per HIT, select how many respondents (workers) you want to complete your survey.

The time allotted per assignment should only matter if your survey needs to be completed quickly. Otherwise you can set it at whatever you want. For the “HIT expires in” section, select how long you want to be collecting data for. Usually two weeks is plenty of time.

Finally, think about how quickly you will be able to approve workers. Generally, you will set up an authentication code for workers to type in at the end of the survey to make sure that they took it all the way through. You’ll then have to look at the code they type and match it with the code they were assigned to in order to approve them. There will be instructions for that at the end of this guide, but for now, think about how busy you are during data collection time to figure out how long it will take you to approve workers.



6. Click on “Advanced” in the bottom right corner. Then “Worker Requirements,” then select “Customize Worker Requirements...” and create the settings shown in the screen shot. Remove the Masters Qualification. Set the location to United States only if that is relevant for the content of your survey.

This is the amount of time you have to reject a Worker's assignment after they submit the assignment.

Advanced «

Advanced

Worker requirements:

Customize Worker Requirements...

Specify ALL the qualifications Workers must meet to work on your HITs:

- HIT Approval Rate (%) for all Requesters' HITs: greater than or equal to 98 remove
- Number of HITs Approved: greater than or equal to 5000 remove
- Location: is UNITED STATES remove

(+) Add another criterion (up to 5)

Only Workers who qualify to do my HITs can preview my HITs.

Yes No

Save Design Layout

7. Save and advance to “Design Layout”

8. You'll see a template with instructions. Customize the text to reflect the instructions for your survey. Paste your Qualtrics link into the “Survey link” box and leave everything else the same.

Edit Project

Use the HTML editor below to design the layout of your HIT. This layout is common for all of the HITs created with this project. You can define variables for data that will vary from HIT to HIT ([Learn more](#)).

① Enter Properties ② Design Layout ③ Preview and Finish

Project Name: Ezekiel This name is not displayed to Workers.

Frame Height: 450 Height in pixels of the frame your HIT will be displayed in to Workers. Adjust the height appropriately to minimize scrolling for Workers.

Normal ... Font U I B A+ A- Source

Instructions

We are conducting a survey about impressions of people. Select the link below to complete the survey. At the end of the survey, you will receive a code to paste into the box below to receive credit for taking our survey.

Make sure to leave this window open as you complete the survey. When you are finished, you will return to this page to paste the code into the box.

Survey link: https://wmsurveys.qualtrics.com/SE?SID=SV_e2vWJQefH2bPDv

Provide the survey code here: e.g. 123456

Customize text here

Enter survey link here

9. Save and advance to Preview. You'll see what your HIT will look like to workers. You will see the properties you set displayed above the instructions. It will say that there are

zero HITS available on the preview, but when you launch the batch, it will show the correct amount you set.

10. Click "Finish" and then "Publish Batch"

The screenshot shows a web browser window for Qualtrics Survey Software. The URL is <https://requester.mturk.com/create/projects?hl=494366#project-494366>. The page title is "New Batch with an Existing Project". A yellow banner at the top says "Your project was successfully saved." Below is a table of projects:

Project Name	Title	Creation Date	Action Buttons
Ezekiel	Answer questions about people	July 25, 2014	Publish Batch (highlighted with a red circle), Edit, Copy, Delete
CWA Priming	Watch and evaluate short videos	May 8, 2014	Publish Batch, Edit, Copy, Delete
Evaluations of Videos 2	Watch a less than 1 minute video & answer short questions	April 14, 2014	Publish Batch, Edit, Copy, Delete
Anticipations of Conformity Protocol	Read a paragraph then answer eight questions	December 19, 2013	Publish Batch, Edit, Copy, Delete
Life Stressors and Voting	Survey of Personal Behavior and Personality	October 11, 2012	Publish Batch, Edit, Copy, Delete

11. Check out the preview and make sure everything looks correct. You'll now see that it shows 1 HIT available because that is what workers will see. Click "Next" and you will see the following screen to review:

The screenshot shows a web browser window for Qualtrics Survey Software. The URL is <https://requester.mturk.com/create/projects/494366/batches/1617424/checkout>. The page title is "Batch Summary". The project name is "Ezekiel 1". The description is "Give us your impressions of two people".

Batch Properties

Batch Name:	Ezekiel 1	Description:	Give us your impressions of two people
Title:	Answer questions about people		
Description:	Give us your impressions of two people		
Batch expires in:	14 Days		
Results are auto-approved and Workers are paid after:	3 Days		
Workers must meet the following Qualifications to work on these HITs:	HIT Approval Rate (%) for all Requesters' HITs score greater than or equal to 98 Number of HITs Approved score greater than or equal to 5000		

HITs

Number of HITs in this batch:	1
Number of assignments per HIT:	x 200
Total number of assignments in this batch:	200

Cost

Reward per Assignment:	\$0.150
	x 200 (total number of assignments in this batch)
Estimated Total Reward:	\$30.000
Estimated Fees to Mechanical Turk:	+ \$3.000 (fees paid to Mechanical Turk) (fee details)
Estimated Total Cost:	\$33.000 (this is the amount that will be deducted from your Available Balance when you click "Publish HITs")

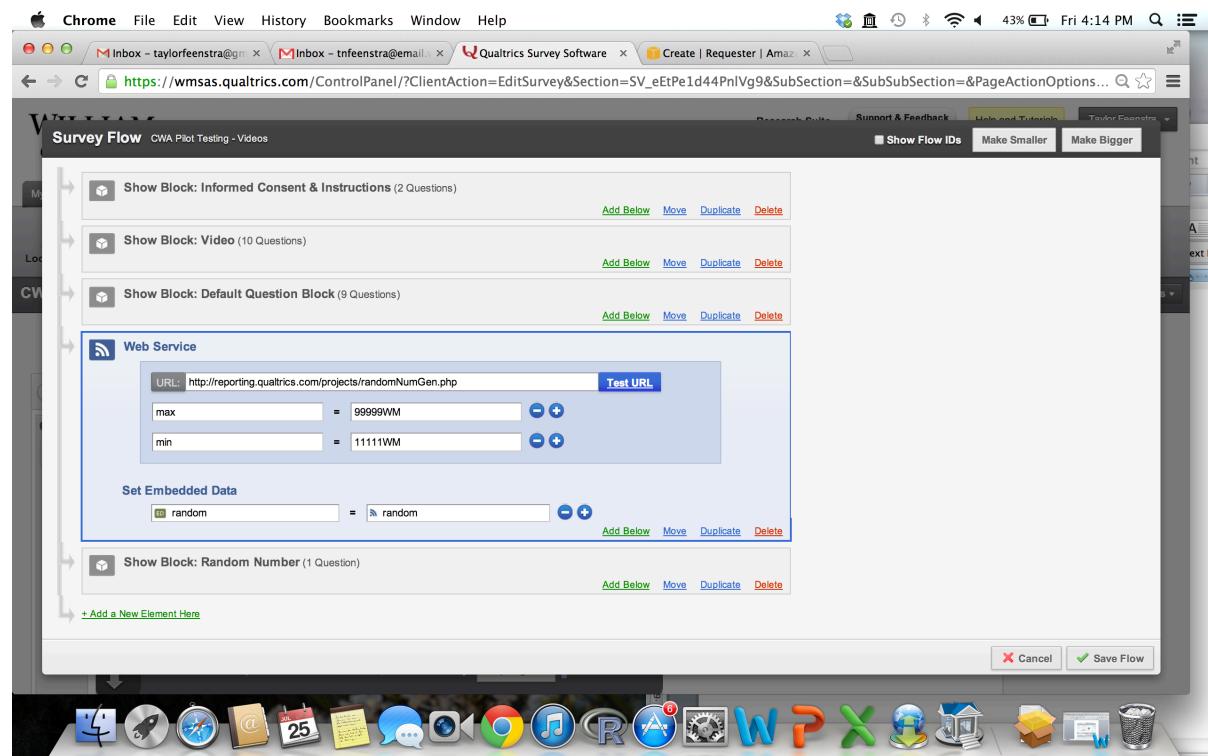
12. Click "Publish HITS" and you are collecting data!

Adding a Validation Code in Qualtrics

1. Click on “Edit Survey,” then “Survey Flow.” Click on “Add Below” on the last block and select “Web Service.”

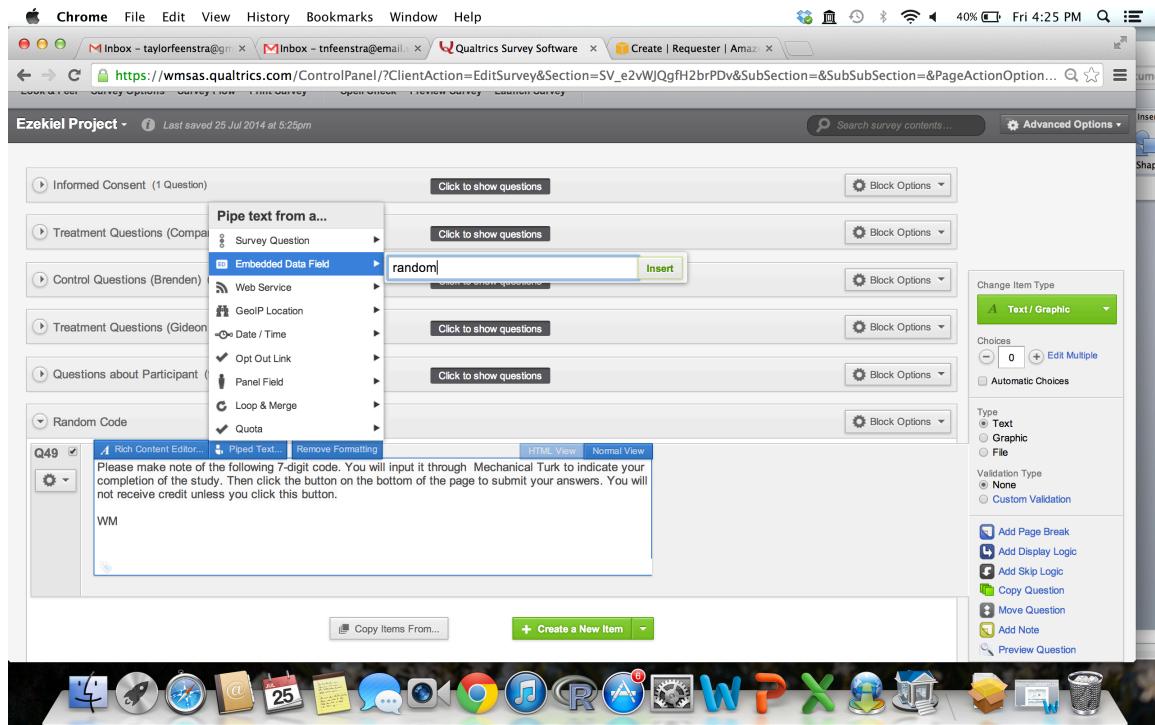
Enter this URL: <http://reporting.qualtrics.com/projects/randomNumGen.php>

Then, click “add parameter to send to web service...” fill in the rest of the fields just as in the screen shot below:



2. Click on “Save Flow” and return to the Edit Survey screen. Create a new block at the end of the survey with a Descriptive Text with a statement like this: “Please make note of the following 7-digit code. You will input it through Mechanical Turk to indicate your completion of the study. Then click the button on the bottom of the page to submit your answers. You will not receive credit unless you click this button.”

Then, type WM and select “Piped Text...” then “Embedded Data Field.” Type “random” and click “insert.”



Approving Workers

1. Log into MTURK as a requestor
2. Click on the “Manage” tab. You’ll be brought to a page with all of your batches listed. On the batch you’re working on, click on “Results”

Ezekiel 2

Created: July 25, 2014 **Assignments Completed:** 10,300

Time Elapsed: about 18 hours **Estimated Completion Time:** Not yet available

Average Time per Assignment: 5 minutes 47 seconds **Effective Hourly Rate:** \$1.556

Batch Progress: 5% submitted, 100% published

You will see a page like the one below where you can see the HIT ID, worker ID, and most importantly the Survey Code. The Survey Code should be the random code the workers saw at the end of the Qualtrics survey. To make sure they entered the right code, you need to look at the data.

The screenshot shows a web browser window for MTurk. The URL is <https://requester.mturk.com/batches/1617442/results>. The page title is "Review Results". It displays 10 of 10 assignments. The columns are "HIT ID", "Worker ID", "Lifetime Approval Rate", "Input Data", and "Surveycode". The "Surveycode" column is circled in red. The "Input Data" column shows the BatchID and Surveycode for each assignment.

HIT ID	Worker ID	Lifetime Approval Rate	Input Data	Surveycode
3CMV9YRYP31CNFYIPHSXTJWNREJLB	ATC05DF807ADYR	100% (4/4)	BatchId:1617442; WM77304	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM81224	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	ATC05DF807ADYR	100% (4/4)	BatchId:1617442; WM70434	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM78742	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM83164	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM83837	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM71149	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM22716	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM35469	
3CMV9YRYP31CNFYIPHSXTJWNREJLB	AJ025D7A0XQKVD	100% (4/4)	BatchId:1617442; WM76523	

- Log into Qualtrics and download the .csv file for the project you're working on. On the .csv, you will see a column titled "random" where you can see the random number respondents were presented with at the end of the survey.

The screenshot shows an Excel spreadsheet titled "Ezekiel_Project.csv". The spreadsheet has a single column labeled "random" containing a list of random numbers. The numbers are highlighted in yellow. The Excel interface includes a ribbon with tabs like Home, Layout, Tables, Charts, SmartArt, Formulas, Data, and Review. The status bar at the bottom indicates it's 11:26 AM on Saturday.

random
56235
72925
71149
83164
94234
22716
35469
73938
81224
70434
83837

4. Now you need to match the random numbers on the .csv to the Survey Codes on the MTURK page to make sure that workers entered the right codes. Depending on how many responses you're working with at a time, you might want to use Command F (Mac) or Control F (PC) to search for the codes in the .csv.

5. Once you've matched the codes up, you need to approve the workers who entered accurate codes. To approve someone, just check the box next to his/her worker ID on the left side of the screen and click approve. To reject someone (if s/he entered a code that did not appear in the Qualtrics file), check the box next to his/her name and click "Reject."