**Porter, Verdery and Gaddis. 2016. Study 2 Detailed Reporting**

**Substantive Goal:** Locate Openlibrary.org pages for books sold on amazon.com that were unable to be matched automatically using ISBN

**Methodological Goal:** Experimentally test the effects of including visual design features and/or detailed instructions on the accuracy and speed of worker submissions

**HIT Description:**

Workers were provided the title and author of a book, along with a link to search openlibrary.org, an open-source database of books in print and an optional link to the product page at Amazon where the book was originally found. They were asked whether they located a book with the correct title and author. Those who did were additionally asked to provide the page’s URL, and given the option of adding a comment or explanation if they wished.

Workers were randomly assigned to one of three variants of the HIT. One provided brief instructions that made use of text size, color, and boldface to highlight important information. One provided more comprehensive instructions in plain text. The third combined comprehensive instructions and text design features. Because workers were allowed to complete more than one HIT in the batch, workers may have been assigned to more than one variation. Analysis of experimental findings were thus restricted to only the first HIT completed by each worker.

Additional characteristics are described in Table A3.

**Worker Qualifications:**

Only workers with at least 5,000 HITs previously approved at greater than 97% or 98% approval rate (depending on HIT, see Table A3) were allowed to accept the HITs.

**Rejection Criteria:**

A 5% sample of responses were manually verified by the investigator.

**Additional Validation Checks:**

When workers provided comments, their work was manually checked to verify consistency of data.

**Overall Results:**

Table A3 summarizes findings related to overall matching rate, and experimental findings. Workers very rarely submitted incorrect matches (<1%) and failed to find pages which existed at a relatively low rate (5-10%). Accuracy was statistically indistinguishable between conditions, but workers provided comprehensive instructions with visual design features spent significantly less time than those with only one or the other.

**Table A3: Selected HIT Descriptive Characteristics and Results**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Date | 2016/03/14 | | | |
| Batch ID | 2310618 | | 2310876 | |
| Unique HITs | 150 | | 644 | |
| Worker Qualifications | 5000 HITs  98% approval rate | | 5000 HITs  97% approval rate | |
| Workers per HIT | 1 | | 1 | |
| Rejections | 0 | | 4 | |
| Reward | 0.25 | | 0.25 | |
| Adjusted Hourly Reward | $11.50 | | $13.85 | |
| Instrument(s) | Online [Here](https://github.com/ndporter/asamturk/tree/master/Study%202%20-%20Books/HTML) | | | |
| Results | *Matched URLs*  Yes: 283 (36.0%)  No: 503 (64.0%) | | | |
| *Mean Worker Time per HIT*  One HIT only (33) 298 sec.  Multiple HITs (50) 126 sec. | | | |
| Mean Work Time (first HIT only) by Experimental Condition | | | |
| Instructions | Visual Design Cues | | Mean Work Time |
| Verbose | No | | 246 sec. |
| Brief | Yes | | 230 sec. |
| Verbose | Yes | | 171 sec. |