

Human-In-Loop: Amazon Mechanical Turk

- In 2005, Amazon.com launched the [Amazon Mechanical Turk](#) (MTurk). The service was inspired, in part, by the way Kempelen's Mechanical Turk operated.
- MTurk provides companies with access to a marketplace of on-demand workers whenever a business needs them connecting to a variety of skill sets and capabilities via a global workforce.
- Organizations can harness the power of crowdsourcing via MTurk for a range of use cases, such as microwork, human insights and machine learning development.

