

Getting started with crowdsourced research

10/16/17

Psych 251

Practicum for today

- Design a systematic survey to test whether kittens are cuter than puppies
- This survey should have at least 3 different kittens and 3 different puppies
- Bonus 1: Design a counterbalance scheme to rule out
 - Order effects
 - Side bias
- Bonus 2: Add a video condition
 - Google “embed youtube links”

Serving media

- Put media (e.g. jpgs, sounds, etc.) in your home folder
 - Using ftp/fetch etc. to cardinal.stanford.edu
 - Make sure they are web accessible (in WWW folder)
 - Link to these through www.stanford.edu/~yourname/puppy.jpg
 - Use subfolders to organize

Creating orders

- Each should be a separate “condition”
 - Row on your CSV
- Repeat visitors: A major weakness of Turk
 - HTML interface doesn’t allow restriction to one condition per person
 - JS (using command line tools) does
 - As does qualtrics
 - Or “uniqueturker”

Individual trials



Design a dependent variable to rate preference. We'll look at some links at the end of class.

Getting a good layout

- One way to get a nice looking layout for your HIT is to hard code in HTML
- But you can also design in a program and then upload to Turk
 - Cut and paste the source code
- Many commercial and non-commercial packages
 - Dreamweaver
 - Free packages (e.g. <http://www.kompozer.net/>)

More tricks for Turk

- Pass variables through to yourself
 - E.g. put things in the CSV file that will be helpful for you later, even if it doesn't affect the participant
- Be very explicit about instructions
 - Check that there is no way to misconstrue
- Use headings to organize for easy reading
- Add a comments box to find out basic feedback/questions/complaints