

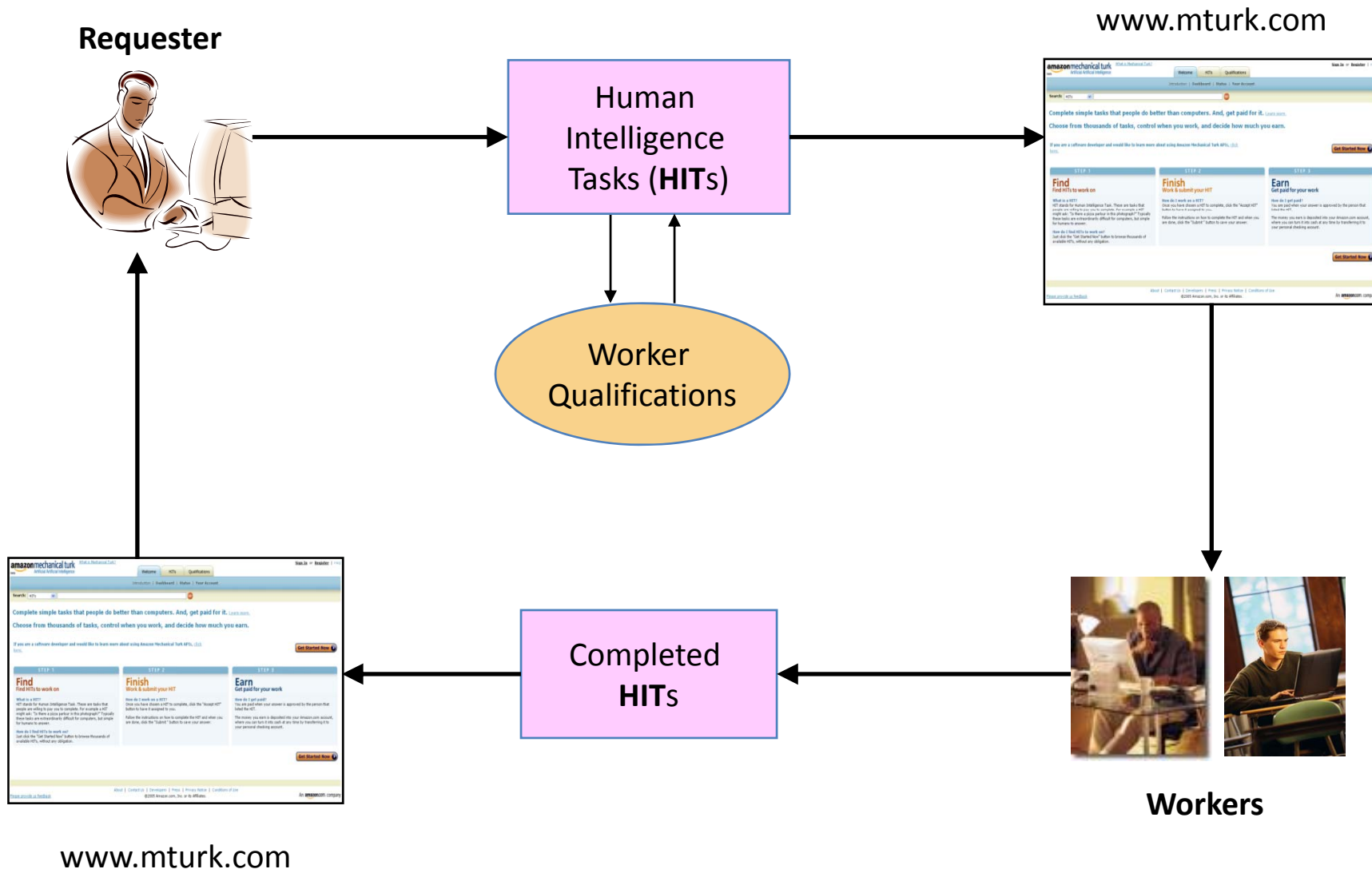
Mechanical Turk

Lanbo Zhang

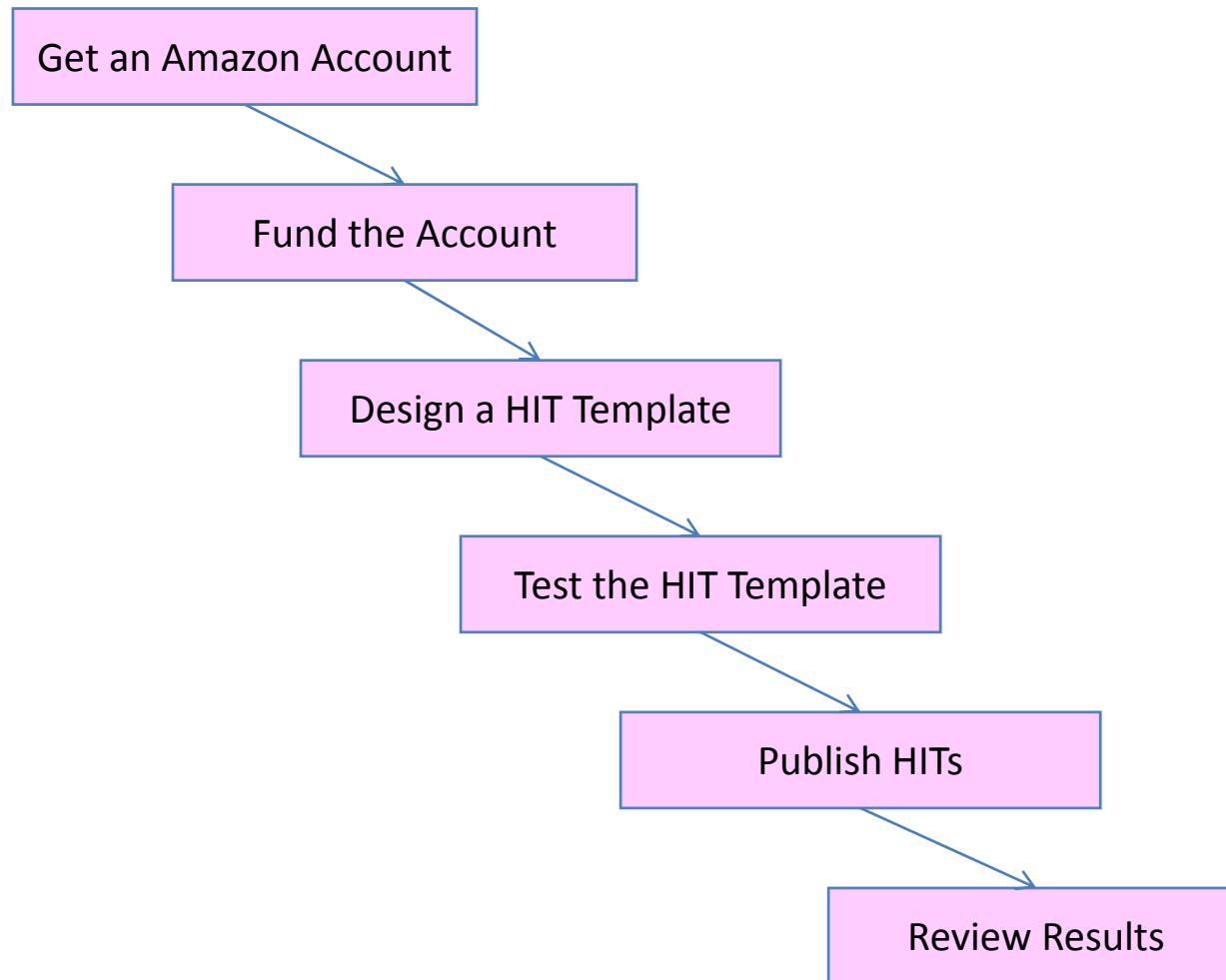
What is Mechanical Turk?

- A Web Service of Amazon
- An Online Marketplace
 - For work that requires human intelligence
 - Image recognition
 - Speech processing
 - Subjective evaluation
 - Rendering an opinion
 - ...
 - Time saving, cheap, easy to scale...

How does Mechanical Turk Work?



What does Requester Need to Do?



Design a HIT Template

- 12 common HIT templates available
- We can design our own HITs based on these HIT templates
- HIT design steps
 - Step 1: set HIT properties
 - Step 2: design HIT layout
 - Step 3: preview the HIT

Step 1: Set HIT properties

Create a new HIT Template

Specify the properties that are common for all of the HITs created using this template.

1 Enter Properties 2 Design Layout 3 Preview and Finish

Template Name: This name is not displayed to workers.

Describe your HIT

Title
Describe the task to workers. Be as specific as possible, e.g. "answer a survey about movies", instead of "short survey", so workers know what to expect.

Description
Give more detail about this task. This gives workers a bit more information before they decide to view your HIT.

Keywords
Provide keywords that will help workers search for your HITs.

Working on your HIT

Time allotted per assignment
Maximum time a worker has to work on a single task. Be generous so that workers are not rushed.

HIT expires in
Maximum time your HIT will be available to workers on Mechanical Turk.

Worker must meet the following criteria to work on these HITs:

Required for preview [\(what's this?\)](#)
Tip: you can limit your HITs to workers with a certain approval rate. An approval rating of 95% or better is considered good.

Paying Workers

Reward per assignment \$
Tip: Consider how long it will take a worker to complete each task. A 30 second task that pays \$0.05 is a \$6.00 hourly wage.

Number of assignments per HIT
How many unique workers do you want to work on each HIT?

Results are automatically approved in
After this time, all unreviewed work is approved and workers are paid.

Step 2: Design HIT layout














Create a new HIT Template

Use the HTML editor below to design the layout of your HIT. This layout is common for all of the HITs created with this template. You can

1 Enter Properties **2** Design Layout **3** Preview and Finish

Template Name: This name is not displayed to workers.

Frame Height Height in pixels of the frame your HIT will be displayed in to workers. Adjust the height appropriately to minimize scrolling f

Format Heading 1 Font **U** *I* **B**              Edit HTML Source

Enter the Title of Your HIT - this gives workers an idea of what the task is

Enter instructions for your HIT. It's a good idea to:

- Be sure to be as specific as possible in your instructions so that there's no confusion. For example, when asking workers to exact text from an image spaces and punctuations.
- include an example of a right answer, and a wrong answer
- clarify what you expect if the HIT is not doable because of missing data or other problems

1. This is an example of a multiple choice question, select only ONE of the following:

Choice 1
 Choice 2

2. This is an example of a free text answer, use this when you only need workers to enter a line of text:

3. This is another example of a multiple choice question, select only ONE of the following. A drop down list saves more screen real estate than radio buttons they want.

Choice 1 ▾

Step 2: Design HIT layout - HTML


Create a new HIT Template

Use the HTML editor below to design the layout of your HIT. This layout is common for all of the HITs created with this template. You

1 Enter Properties 2 Design Layout 3 Preview and Finish

Template Name: This name is not displayed to workers.

Frame Height: Height in pixels of the frame your HIT will be displayed in to workers. Adjust the height appropriately to minimize scroll

Format Font  Edit HTML Source

```
<h1>Enter the Title of Your HIT - this gives workers an idea of what the task is</h1>
<p>Enter instructions for your HIT.&nbsp; It's a good idea to:</p>
<ul>
  <li>Be sure to be as specific as possible in your instructions so that there's no confusion.&nbsp; ;
ask workers to type the text exactly as shown in the image including capitalizations, spaces and punctua
  <li>include an example of a right answer, and a wrong answer</li>
  <li>clarify what you expect if the HIT is not doable because of missing data or other problems</li>
</ul>
<p>1. This is an example of a multiple choice question, select only ONE of the following:</p>
<table cellspacing="4" cellpadding="0" border="0">
  <tbody>
    <tr>
      <td align="center"><input type="radio" name="Q1" value="Choice1" /></td>
      <td><span class="answertext">Choice 1</span></td>
    </tr>
    <tr>
      <td align="center"><input type="radio" name="Q1" value="Choice2" /></td>
      <td><span class="answertext">Choice 2</span></td>
    </tr>
  </tbody>
</table>
<p>&nbsp;2. This is an example of a free text answer, use this when you only need workers to enter a li:
<p><input type="text" name="Q2" id="Q2" size="20" /></p>
```


Step 3: HIT preview

Enter the Title of Your HIT - this gives workers an idea

Enter instructions for your HIT. It's a good idea to:

- Be sure to be as specific as possible in your instructions so that there's no confusion. For example, when asking workers image including capitalizations, spaces and punctuations.
- include an example of a right answer, and a wrong answer
- clarify what you expect if the HIT is not doable because of missing data or other problems

1. This is an example of a multiple choice question, select only ONE of the following:

- Choice 1
- Choice 2

2. This is an example of a free text answer, use this when you only need workers to enter a line of text:

3. This is another example of a multiple choice question, select only ONE of the following. A drop down list saves more screen for the Worker to select the answer they want.

4. This is an example of a question where you can select one or more of these options:

selection 1	<input type="checkbox"/>
selection 2	<input type="checkbox"/>
selection 3	<input type="checkbox"/>
selection 4	<input type="checkbox"/>

Test a HIT Template

- HIT Test Website available
 - To make sure workers can complete your task without any trouble.
 - If you design your own HIT template, you do need this.

Publish HITs

Faceted Feedback - NYT

Batch Summary	
Batch Name: <input type="text" value="'Faceted Feedback - NYT' @ 28 Sep 13:52"/>	Description: <input type="text"/>
Batch Properties	
Title:	Help Search Engine Get Better Results
Description:	Select good descriptions for news queries
Batch expires in:	5 Days
Results are automatically approved after:	5 Days
HITs	
Number of HITs in this batch:	1
Number of assignments per HIT:	x 1
Total number of assignments in this batch:	<u>1</u>
Cost	
Reward per Assignment:	\$5.00
	x 1 (total number of assignments in this batch)
Estimated Total Reward:	<u>\$5.00</u>
Estimated Fees:	+ \$0.500
Estimated Total Cost:	\$5.500 (this is the amount that will be deducted from your Available Balance)
Your Available Balance:	\$0.500 (before clicking "Publish HITs")
Your Projected Balance:	-\$5.000

Back

Publish HITs

Review a Worker Result

- Requester determines to approve or reject a result from a worker after reviewing it.
- A worker won't get the payment unless his/her result is approved by requester.
- A worker's approval rate determines whether he/she could work on a HIT task.
 - Requesters can put a limit on workers' approval rate to avoid careless workers.

Summary

- Good choice for user involvement research
- Efficient
 - Hundreds of thousands of workers waiting to serve you and make money.
 - Get results in several hours after publishing your HIT.
- Acceptable results
 - Make your questions very clear
 - Put a limit on worker qualification
 - Reject results of careless workers

Websites

- Mechanical Turk Website
 - <http://www.mturk.com/>
 - <http://requester.mturk.com>
- HIT Test Websites
 - <http://requestersandbox.mturk.com>
 - <http://workersandbox.mturk.com>