

Using Mturk (And Online Survey Software) for Mass Communication Research

Jessica Gall Myrick, Ph.D.

Indiana University

jgmyrick@indiana.edu

Step 1: Create an Account as a Requester

The screenshot shows the Amazon Mechanical Turk website. The browser address bar displays <https://www.mturk.com/mturk/welcome>. The page header includes the Amazon Mechanical Turk logo, navigation tabs for 'Your Account', 'HITS', and 'Qualifications', and a sign-in prompt: 'Already have an account? Sign in as a Worker | Requester'. A red arrow points to the 'Requester' link. Below the header is a navigation bar with links for 'Introduction', 'Dashboard', 'Status', and 'Account Settings'. The main content area features a yellow banner with the text: 'Mechanical Turk is a marketplace for work. We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient. 410,735 HITS available. View them now.' Below this are two columns of information. The left column, 'Make Money by working on HITS', describes HITS as individual tasks and lists benefits for workers: 'Can work from home', 'Choose your own work hours', and 'Get paid for doing good work'. It includes a flow diagram: 'Find an interesting task' (with a 'Find HITS Now' button) -> 'Work' (with a gear icon) -> 'Earn money' (with a dollar sign icon). The right column, 'Get Results from Mechanical Turk Workers', asks requesters to complete HITS and get results using Mechanical Turk. It lists benefits for requesters: 'Have access to a global, on-demand, 24 x 7 workforce', 'Get thousands of HITS completed in minutes', and 'Pay only when you're satisfied with the results'. It includes a flow diagram: 'Fund your account' (with a plus sign icon) -> 'Load your tasks' (with a document icon) -> 'Get results' (with a star icon) and a 'Get Started' button. At the bottom of the left column, there is a link: 'or learn more about being a Worker'.

amazonmechanical turk
Artificial Intelligence

Your Account | HITS | Qualifications

Already have an account? Sign in as a [Worker](#) | [Requester](#)

Introduction | Dashboard | Status | Account Settings

Mechanical Turk is a marketplace for work.
We give businesses and developers access to an on-demand, scalable workforce.
Workers select from thousands of tasks and work whenever it's convenient.
410,735 HITS available. [View them now.](#)

Make Money by working on HITS

HITS - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITS now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work

Find an interesting task → **Work** → **Earn money**

[Find HITS Now](#)

or [learn more about being a Worker](#)

Get Results from Mechanical Turk Workers

Ask workers to complete HITS - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

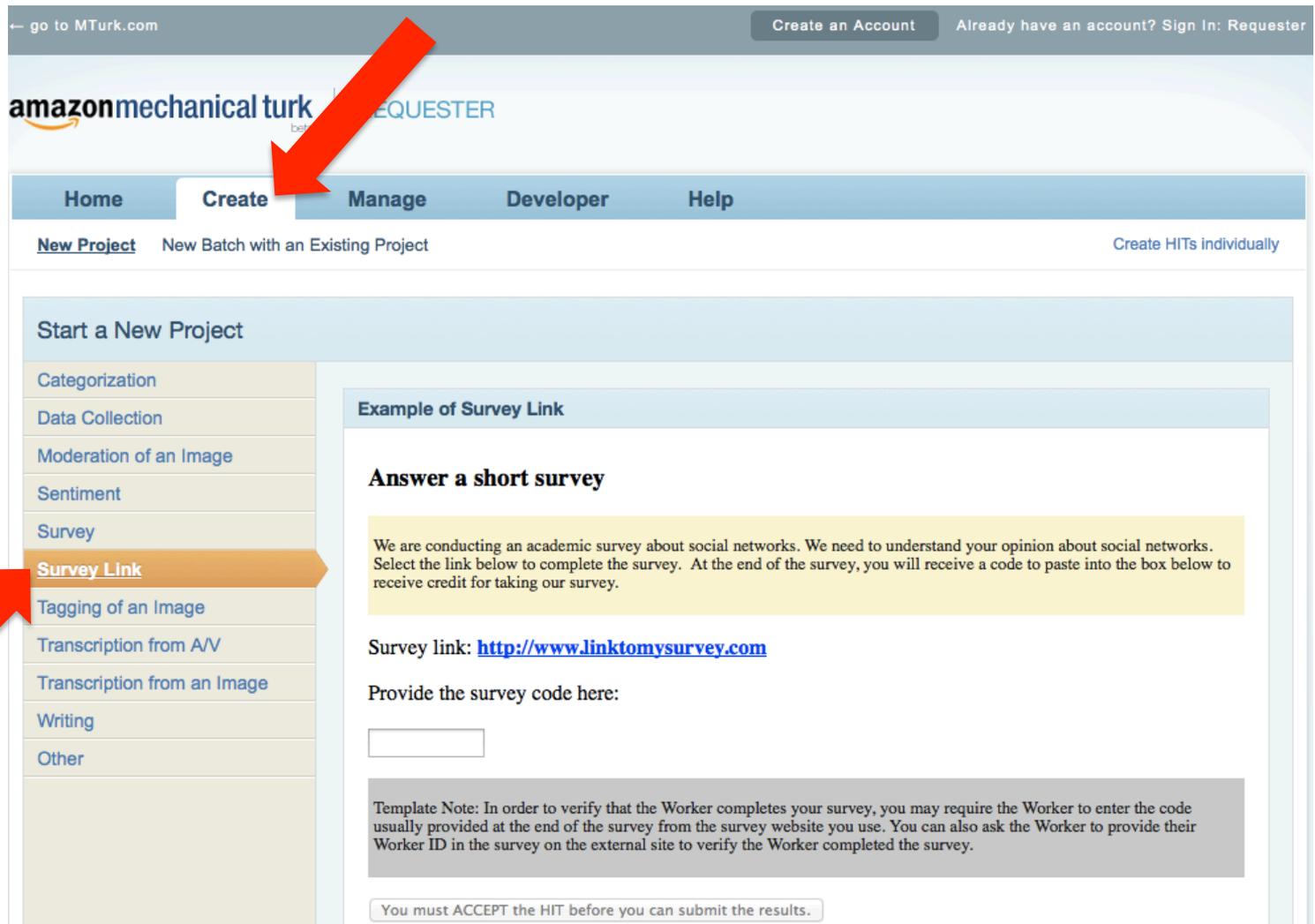
- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITS completed in minutes
- Pay only when you're satisfied with the results

Fund your account → **Load your tasks** → **Get results**

[Get Started](#)

Step 2: Click on the “Create” tab

Step 3: Click on “Survey Link:



The screenshot shows the Amazon Mechanical Turk interface. At the top, there is a navigation bar with 'Home', 'Create', 'Manage', 'Developer', and 'Help' tabs. The 'Create' tab is selected. Below the navigation bar, there are options for 'New Project' and 'New Batch with an Existing Project'. The main content area is titled 'Start a New Project' and features a sidebar with various project categories. The 'Survey Link' category is highlighted in orange, and a red arrow points to it. The main content area displays an 'Example of Survey Link' with the following text:

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:

Template Note: In order to verify that the Worker completes your survey, you may require the Worker to enter the code usually provided at the end of the survey from the survey website you use. You can also ask the Worker to provide their Worker ID in the survey on the external site to verify the Worker completed the survey.

You must ACCEPT the HIT before you can submit the results.

Step 4: Set up your HIT (Human Intelligence Task)

Setting up your HIT

Reward per assignment

\$ 0.05

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

20

How many unique Workers do you want to work on each HIT?

Time allotted per assignment

1

Hours ↕

Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.

HIT expires in

7

Days ↕

Maximum time your HIT will be available to Workers on Mechanical Turk.

Results are automatically approved in

8

Hours ↕

After this time, all unreviewed work is approved and Workers are paid.

[Advanced »](#)

Save

Design Layout 

Step 4: Set up your HIT

This is where you decide how much to pay. I have found luck with \$0.50 for questionnaires lasting up to 30 minutes, but have paid up to \$1.10 for more extensive experiments.

Setting up your HIT

Reward per assignment

\$ 0.05

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

20

How many unique Workers do you want to work on each HIT?

Time allotted per assignment

1

Hours



Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.

HIT expires in

7

Days



Maximum time your HIT will be available to Workers on Mechanical Turk.

Results are automatically approved in

8

Hours



After this time, all unreviewed work is approved and Workers are paid.

[Advanced »](#)

Save

Design Layout

Step 4: Set up your HIT

This is where you decide how many participants you want.

Setting up your HIT

Reward per assignment
Tip: Consider how long it will take a Worker to complete a 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?

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.

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

[Advanced »](#)

Step 4: Set up your HIT

This is where you set how long participants have to work on your hit. Give them more than enough time, but not hours and hours. I usually stick to one hour for a 30-minute experiment.

Setting up your HIT

Reward per assignment

\$ 0.05

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

20

How many unique Workers do you want to work on each HIT?

Time allotted per assignment

1

Hours

Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.

HIT expires in

7

Days

Maximum time your HIT will be available to Workers on Mechanical Turk.

Results are automatically approved in

8

Hours

After this time, all unreviewed work is approved and Workers are paid.

[Advanced »](#)

Save

Design Layout

Step 4: Set up your HIT

This is where you set how many days your HIT will be posted on MTurk. It's easier to give yourself a few extra days than to post a whole new batch, so I suggest giving at least a week for a 30-minute questionnaire, more if a longer study.

Setting up your HIT

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?

Time allotted per assignment
Maximum time a Worker has to work on a single task. Be generous.

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

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

[Advanced »](#)

Step 4: Set up your HIT

Personally, I don't have time to approve every single HIT, and I've found most users take the whole questionnaire and rarely leave even one question blank.

So, I usually set this to automatically approve HITS in 24 hours. You can approve them one-by-one if you want (see Mturk page for more info).

Setting up your HIT

Reward per assignment

\$ 0.05

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

20

How many unique Workers do you want to work on each HIT?

Time allotted per assignment

1

Hours

Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.

HIT expires in

7

Days

Maximum time your HIT will be available on Mechanical Turk.

Results are automatically approved in

8

Hours

After this time, all unreviewed work is approved and Workers are paid.

[Advanced »](#)

Save

Design Layout

Step 4: Set up your HIT

When you are done setting up this part of your HIT, be sure to click “Advanced” before moving on

Setting up your HIT

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.

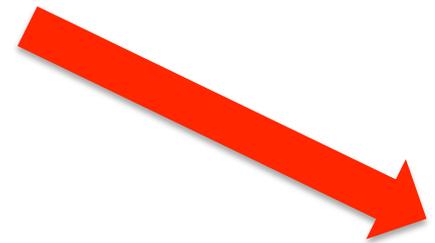
Number of assignments per HIT
How many unique Workers do you want to work on each HIT?

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.

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

[Advanced »](#)



Step 5: Set up your HIT - Advanced

Now, click on “Worker requirements”

Setting up your HIT

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?

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.

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

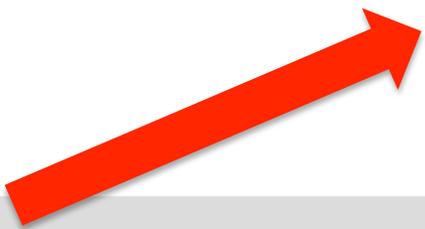
[Advanced](#) «

Advanced

For the best quality, **Master Workers** are currently selected to complete your work. (What is a Master Worker?)

Only Workers who qualify to do my HITs can preview my HITs.
 Yes No

[Worker requirements](#) »



Step 5: Set up your HIT - Advanced

You don't want Masters. So instead, click the dropdown box and select "Customize Worker Requirements." There, you can remove the Masters requirement and make your own stipulations.

Advanced

For the best quality, **Master Workers** are currently selected to complete your work. [\(What is a Master Worker?\)](#)

[Worker requirements](#) «

Worker requirements:

- Require that Workers be Masters to do your HITs
- Require that Workers be Categorization Masters to do your HITs
- Require that Workers be Photo Moderation Masters to do your HITs
- Require that Workers be Masters to do your HITs
- Customize Worker Requirements...**

Only W

Yes

Save Design Layout ▶

Step 5: Set up your HIT - Advanced

Change the Masters requirement to a “Location” requirement.
Make it “is” and “UNITED STATES.”

Advanced Worker requirements «

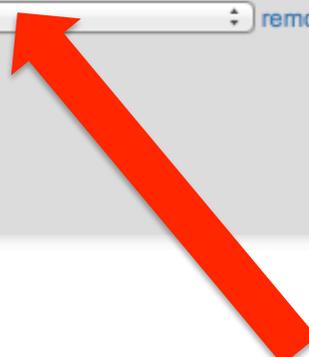
Worker requirements:
Customize Worker Requirements...

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

Location	is	UNITED STATES	remove
HIT Approval Rate (%) for all Requesters' HITs	greater than or equal to	90	remove
Number of HITs Approved	greater than or equal to	50	remove

(+) Add another criterion (up to 5)

Only Workers who qualify to do my HITs can preview my HITs.
 Yes No



Step 5: Set up your HIT - Advanced

I usually set HIT Approval Rate to 90%, it's still high but a little less restrictive (which helps you get participants more easily)

Advanced

Worker requirements «

Worker requirements:
Customize Worker Requirements...

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

Location	is	UNITED STATES	remove
HIT Approval Rate (%) for all Requesters' HITs	greater than or equal to	90	remove
Number of HITs Approved	greater than or equal to	50	remove

(+) Add another criterion (up to 5)

Only Workers who qualify to do my HITs can preview my HITs.
 Yes No

Save Design Layout



Step 5: Set up your HIT - Advanced

I usually set Number of HITs Approved to 50. That way you don't get first-timers, but you also don't get as many people who take surveys for a living. I've found it a good balance point.

Advanced Worker requirements «

Worker requirements:
Customize Worker Requirements...

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

Location	is	UNITED STATES	remove
HIT Approval Rate (%) for all Requesters' HITs	greater than or equal to	90	remove
Number of HITs Approved	greater than or equal to	50	remove

(+) Add another criterion (up to 5)

Only Workers who qualify to do my HITs can preview my HITs.
 Yes No



Step 5: Set up your HIT - Advanced

Just click “OK” here. Master Workers are more important for very mechanical or complex tasks, not for social science research.

After this time, all unreviewed work is approved and Workers are paid.

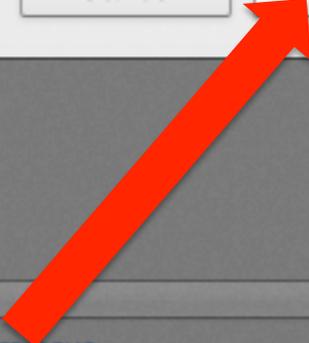
You have chosen NOT to use Master Workers. We strongly encourage you to use Masters as these Workers have demonstrated accuracy in performing a wide range of HITs. Are you sure you want to continue?

ents:

Worker Requirements...

qualifications Workers must meet to work on your HITs:

	is	UNITED STATES	remove
Rate (%) for all Requesters' HITs	greater than or equal to	90	remove
HITs Approved	greater than or equal to	50	remove



Step 6: Design Layout

This is where you edit the content of the project description. I usually give a general Project Name, like “Reactions to News Stories.”

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: 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 for Workers.

Format Font **U** **I** **B** **A** **I_x** Source

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:

Save Preview

Step 6: Design Layout

This is where you give a brief description of what participants will have to do in your study. Tell them if it's reading or video-based, and about how long it will take. This is also where you insert the link to your Qualtrics or Survey Monkey questionnaire.

[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: 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 for Workers.

Format Font **U** **I** **B** **A** **I_x** Source

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:



Save Preview

Step 6: Design Layout

Notice the text about having to provide a code. Be sure to put in the last page of your survey a place for Mturk users to 1.) enter their Mturk ID number; and 2.) Give them some number they need to enter back into this window when they are done. That's how you know they actually took your questionnaire.

[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: 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 for Workers.

Format Font **U** **I** **B** **A** **I_x** Source

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:



Step 6: Design Layout

Side note: I always, without fail, get emails from Mturk participants telling me they accidentally entered their Mturk number on this page instead of the survey code. At that point I go into Qualtrics to double-check they're telling the truth, then I tell them to wait 24 hours and they will be approved despite their mistake.

[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: 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 for Workers.

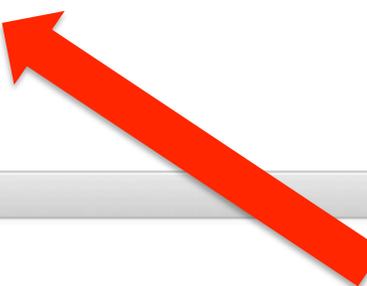
Format Font **U** **I** **B** **A** **I_x** Source

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:



Save Preview

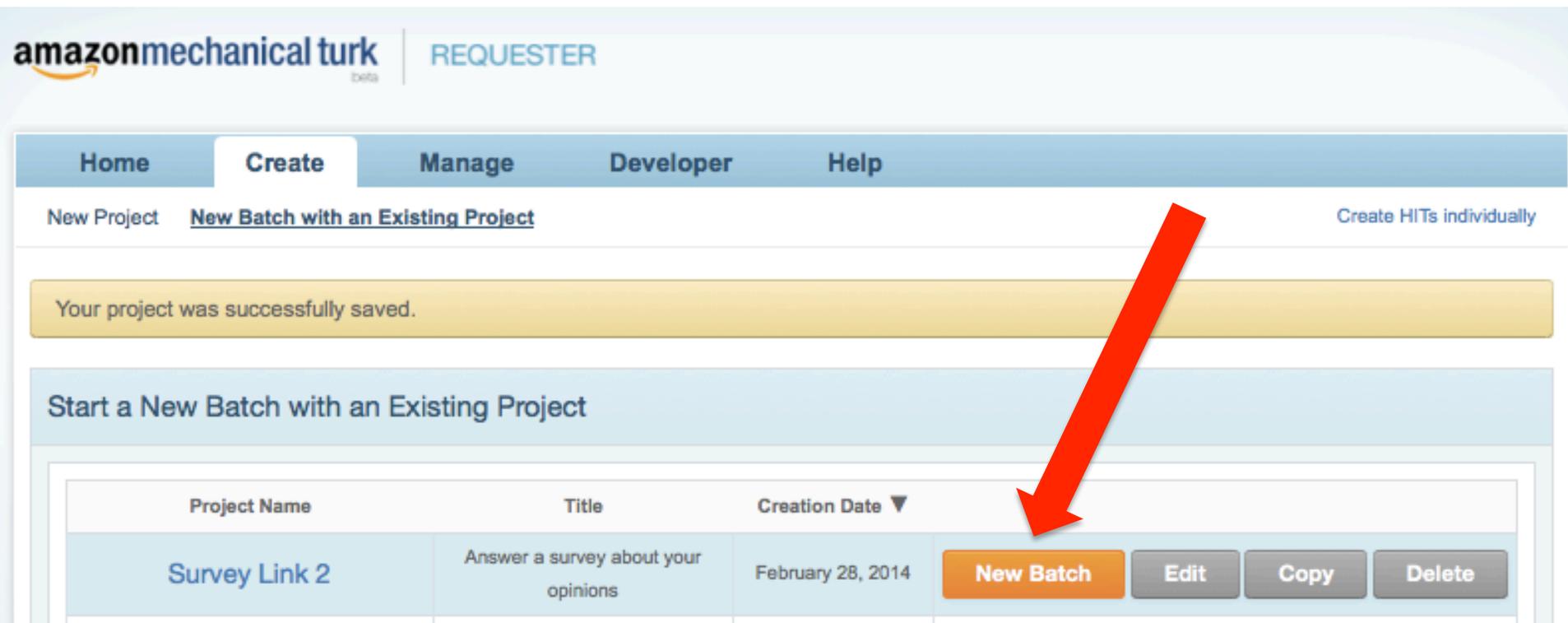
Step 6: Design Layout

Mturk will then show you a preview of what potential participants will see. If you are okay with it, click “Finish.” If you see something you need to change, click on the “Design Layout” tab to fix it.

The screenshot shows the 'Edit Project' interface for a Mechanical Turk HIT. At the top, there are three tabs: '1 Enter Properties', '2 Design Layout', and '3 Preview and Finish'. The 'Design Layout' tab is selected. Below the tabs, the 'Project Name' is 'Task 2', with a note that this name is not displayed to workers. The main content area is a preview of the HIT, titled 'HIT Preview'. It contains the following text: 'Answer a short survey', 'We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.', 'Survey link: <http://www.linktomysurvey.com>', 'Provide the survey code here:' followed by an empty text input field, and a 'Submit' button. At the bottom of the preview, there is a 'Template Note' and a 'Finish' button. Two red arrows are overlaid on the image: one pointing to the 'Design Layout' tab and another pointing to the 'Finish' button.

Step 7: New Batch

At this point, you've only set up your HIT, but you haven't launched it. You need to go to the Create tab and click on "New Batch."



The screenshot shows the Amazon Mechanical Turk requester interface. At the top left is the logo for 'amazonmechanical turk' with 'beta' underneath. To its right is the word 'REQUESTER'. Below this is a navigation bar with tabs for 'Home', 'Create', 'Manage', 'Developer', and 'Help'. The 'Create' tab is selected. Underneath the navigation bar, there are links for 'New Project', 'New Batch with an Existing Project' (which is underlined), and 'Create HITs individually'. A yellow message box states 'Your project was successfully saved.' Below this is a section titled 'Start a New Batch with an Existing Project'. At the bottom, there is a table with columns for 'Project Name', 'Title', and 'Creation Date'. The first row in the table has the following data: 'Survey Link 2', 'Answer a survey about your opinions', and 'February 28, 2014'. To the right of the 'Creation Date' column, there are four buttons: 'New Batch' (highlighted in orange), 'Edit', 'Copy', and 'Delete'. A large red arrow points from the top right towards the 'New Batch' button.

Project Name	Title	Creation Date ▼	
Survey Link 2	Answer a survey about your opinions	February 28, 2014	New Batch Edit Copy Delete

Step 7: New Batch

You'll see another preview. If it still looks good, click "Next."

Preview HITs

1 Select HIT Template 2 Upload Input Data 3 Preview 4 Confirm and Publish

This is how your HIT will look to Workers. Make sure that any variables in the HIT are correctly replaced by your input data, then click "Next".

Survey Link 2

Answer a survey about your opinions

Requester: Jessica Gall Myrick	Reward: \$0.05 per HIT	HITs available: 1	Duration: 1 Hours
--------------------------------	------------------------	-------------------	-------------------

Qualifications Required: Location is UNITED STATES ,
HIT Approval Rate (%) for all Requesters' HITs greater than or equal to 90 ,
Number of HITs Approved greater than or equal to 50

HIT Preview

Answer a short survey

We are conducting an academic survey about social networks. We need to understand your opinion about social networks. 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.

Survey link: <http://www.linktomysurvey.com>

Provide the survey code here:

Template Note: In order to verify that the Worker completes your survey, you may require the Worker to enter the code usually provided at the end of the survey from the survey website you use. You can also ask the Worker to provide their Worker ID in the survey on the external site to verify the Worker completed the survey.

Submit

Showing HIT 1 of 1

Cancel Next



Step 7: New Batch

Now you'll see the details and the costs to you. Mturk charges a fee, so make sure you have enough in your prepaid HITs account to include the fee as well as participant expenses. If you do, then you can go ahead and publish your HITs!

Survey Link 2

Batch Summary

Batch Name: Survey Link 2 1 **Description:** Give us your opinion about our products

Batch Properties

Title: Answer a survey about your opinions
Description: Give us your opinion about our products
Batch expires in: 7 Days
Results are automatically approved after: 8 Hours
Workers must meet the following Qualifications to work on these HITs: Location score is UNITED STATES
HIT Approval Rate (%) for all Requesters' HITs score greater than or equal to 90
Number of HITs Approved score greater than or equal to 50

HITs

Number of HITs in this batch:	1
Number of assignments per HIT:	x 20
Total number of assignments in this batch:	20

Cost

Reward per Assignment:	\$0.050
	x 20 <small>(total number of assignments in this batch)</small>
Estimated Total Reward:	\$1.000
Estimated Fees to Mechanical Turk:	+ \$0.100 <small>(fees paid to Mechanical Turk) (fee details)</small>
Estimated Total Cost:	\$1.100 <small>(this is the amount that will be deducted from your Available Balance when you click "Publish HITs")</small>

Your Available Balance: \$5.323 (before clicking "Publish HITs")
Your Projected Balance: \$4.223 (after clicking "Publish HITs")

[Back](#) [Publish HITs](#)



Step 8: Add Money to Your Account

Oh wait, if you're like me, you probably didn't have enough money in your Amazon account to cover everything. But it's super easy to add money. At the top of the screen, at any point in this process, click on "Account Settings" to add money to your account. I often wait until the end so I know exactly how much the fee is and don't put in too much money.



The screenshot shows the top navigation bar of the Amazon Mechanical Turk requester interface. The top bar is dark grey and contains the text "← go to MTurk.com" on the left and "Jessica Gall Myrick | Account Settings | Sign Out | Help" on the right. Below this is a light blue header with the "amazonmechanical turk" logo and the word "REQUESTER" in blue. A navigation menu is located below the header, with tabs for "Home", "Create", "Manage", "Developer", and "Help". The "Create" tab is active. Under the "Create" tab, there are links for "New Project", "New Batch with an Existing Project", and "Create HITs individually". A large red arrow points from the bottom right towards the "Account Settings" link in the top navigation bar.

Step 8: Add Money to Your Account

Click on “Prepay for Mechanical Turk HITs”

← go to MTurk.com Jessica Gall Myrick | Account Settings | Sign Out | Help

amazonmechanicalturk | REQUESTER

Home Create Manage Developer Help

Account Settings - Jessica Gall Myrick (If you're not Jessica Gall Myrick, click here.)

Personal Settings

- [Change your name, e-mail address, or password](#)
- [Forgot your password?](#)
- [Edit your contact address information](#)

Your Balance

- [Prepay for Mechanical Turk HITs](#)
- [Manage Your Amazon Payments Account](#)
- [View Transaction History](#)

PREPAID BALANCE	
Balance:	\$5.323
Funds held for liability: <small>(What's this?)</small>	\$0.00
Available Balance:	\$5.323



Step 9: Publish HITs (if you haven't already)

- There you have it! Now you are up and rolling. Click on the “Manage” tab (next to the “Create” tab) if you want to check up on how many workers have completed your HIT.

← go to MTurk.com Jessica Gall Myrick | Account Settings | Sign Out | Help

amazonmechanical turk beta | REQUESTER

Home Create **Manage** Developer Help

Results Workers Qualification Types Manage HITs individually

Manage Batches

Click on the name of the batch to see more details

- ▼ Batches in progress (0)
- ▼ Batches ready for review (22)

« Previous 1 2 3 Next »

MMwBW_2		Results	Delete
Created:	February 10, 2014	Assignments Completed:	200 / 200
Time Elapsed:	7 days	Estimated Completion Time:	COMPLETE
Average Time per Assignment:	13 minutes 32 seconds	Effective Hourly Rate:	\$2.217
Batch Progress:	<div style="background-color: #00FF00; width: 100%; height: 15px; margin-bottom: 5px;"></div> <div style="display: flex; justify-content: space-between;">100% submitted100% published</div>		

Other Thoughts

- These steps are what have worked for me, you might need to alter them for your specific project. I do mostly quantitative, between-subjects or mixed-design experiments using Qualtrics. If you do something else, you might have to tweak the procedures.
- You will get a more diverse pool as far as race, ethnicity, and age go than you will using students. BUT, you will get a fairly well-educated pool, and often more men than women (another difference from using students). Think about your topic and how those sample characteristics might impact your outcomes.

Other Thoughts

- Really familiarize yourself with the Mturk interface before publishing your first HIT. I suggest participating as a worker in three or four studies before doing your own. That way you can get a feel for what works and what doesn't.
- Your knowledge of your online questionnaire software is also crucial. For instance, if you are using Qualtrics for an experiment with video stimuli, you might want to include some open-ended questions to be sure to capture if there is some sort of glitch in the video player (as well as richer qualitative responses to your stimuli). That way, you can go in and see if someone didn't get to watch the video but filled out the rest of the questions anyway, and you can drop that participant from your analysis.

More Thoughts

- Keep in mind that many conference and journal reviewers are not familiar with Mturk. So, when writing your paper, be thorough in describing your methods and your sample characteristics. Include as many demographic questions as you can in your questionnaire so that you can show reviewers what your sample looks like. I often include current state of residence and education level in my questionnaire, in addition to other typical demographics.
- Also, be sure to cite the growing number of studies that show Mturk to be a valid source of research participants (you can easily find these studies through a quick Google Scholar search)

Final Thoughts

- Mturk can be a fast, cheap, and effective way to get a diverse sample for social science research.
- Always be sure to double-check all your settings in Mturk and Qualtrics/Survey Monkey before publishing a HIT.
- If you have questions, shoot me an email and I will try to assist. But, I'm a self-taught user, by no means an expert. I've found Google searches are also good places to find answers for Mturk issues.

Final Thoughts

- Have fun, and happy researching!

