

**Online Experiments:**  
**Who, What, Where, When, & Why**  
**(Not in That Order)**

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# Where

- Usually, Amazon's Mechanical Turk
  - <https://www.mturk.com/mturk/welcome>
  - **HIT** = Human Intelligence Task
- Can also use Qualtrics or SurveyMonkey for snowball samples
  - Use this method for reaching specific populations that are hard to reach through random sampling

# Why

- Diversity of sample
- Natural setting/Ecological validity
- Efficiency of data collection
  - Especially if you don't have access to a participant pool
- Cost of data collection (if no participant pool)

# Who

- Mturk “workers” are:
  - INSERT DEMOGRAPHIC CHARACTERISTICS
- If using Mturk, be sure to set requirements for your workers!
  - Set location to U.S. residents
  - Do NOT use masters, but ensure your participants have completed at least 80% of previous HITs

# What

- Online survey software
  - Surveys or Experiments
    - You can insert images, stories, videos, etc.
- Need some sort of timer or attention check if doing an experiment
- Payment should be based on time the experiment takes

# When

- You can launch an online experiment anytime, day or not!
- But, I've found launching it toward the end of the week (Thursday or Friday) leads to quicker completion.