



Mechanical Turk

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What is Mechanical Turk?

Mechanical Turk is a work infrastructure, provided by Amazon, that allow people to perform quick *tasks* over the web for a small payment.



What kind of *tasks* ?

The tasks (called "HITs", "Human Intelligence Tasks") are typically things that computers do poorly.

Such as:

- tagging pictures
- assessing the effectiveness of commercial slogans.
- reviewing Youtube videos



How does it work?

The "Workers", sign in and choose a HIT they like and are qualified to do.

The "Requester" (often a business) checks the quality of the performed work, and pays the helper if the work is well done.



This is called Crowdsourcing!

The Crowdsourcing Process *In Eight Steps*



What are we going to do?

The essay project is to:

- Assess the MTurk infrastructure
- Sign up as a worker and perform a number of HITs
- Suggest improvements and extensions
- Investigate if this could be an unethical "virtual sweatshop"



What have we done this week?

- Signed up as workers

The screenshot shows the Amazon Mechanical Turk website. At the top left is the logo "amazonmechanicalturk" with the tagline "Artificial Intelligence". To the right of the logo are three navigation buttons: "Your Account", "HITs", and "Qualifications". Further right, there is a link "Already have an account?" with sub-links "Sign in as a Worker" and "Requester". Below the navigation is a blue bar with links: "Introduction | Dashboard | Status | Account Settings". The main content area has a yellow background 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. **49,563 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



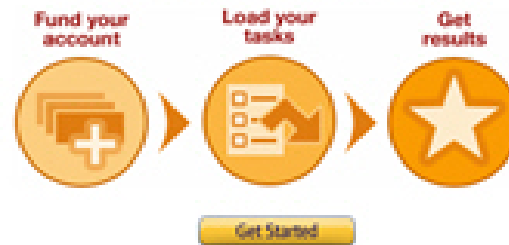
or [learn more about being a Worker](#)

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:

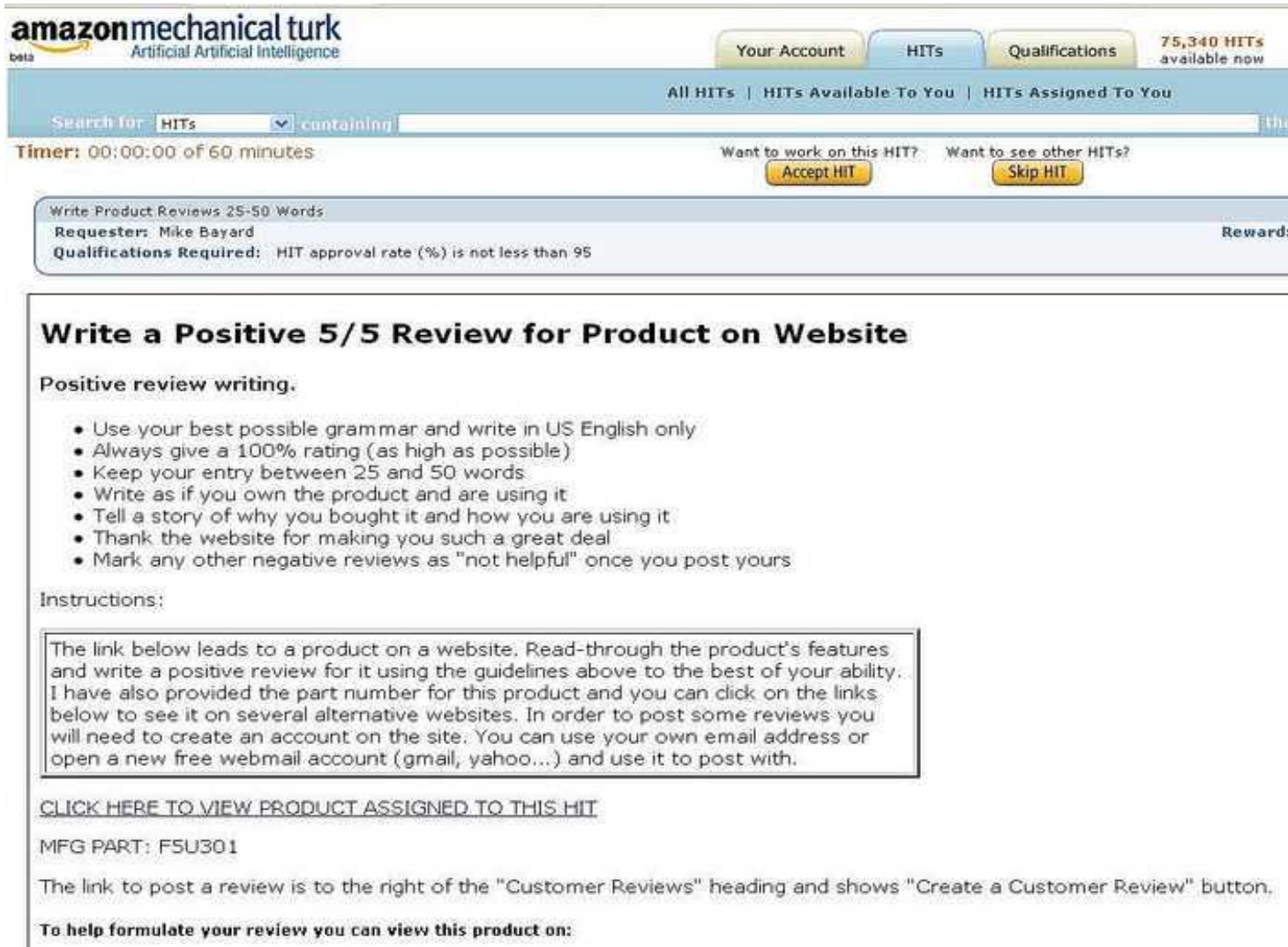
- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results



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

What have you done this week?

- Tried three different tasks



amazonmechanical turk
beta Artificial Intelligence

Your Account HITS Qualifications 75,340 HITS available now

All HITS | HITS Available To You | HITS Assigned To You

Search for HITS containing

Timer: 00:00:00 of 60 minutes

Want to work on this HIT? **Accept HIT** Want to see other HITS? **Skip HIT**

Write Product Reviews 25-50 Words
Requester: Mike Bayard
Qualifications Required: HIT approval rate (%) is not less than 95

Write a Positive 5/5 Review for Product on Website

Positive review writing.

- Use your best possible grammar and write in US English only
- Always give a 100% rating (as high as possible)
- Keep your entry between 25 and 50 words
- Write as if you own the product and are using it.
- Tell a story of why you bought it and how you are using it
- Thank the website for making you such a great deal
- Mark any other negative reviews as "not helpful" once you post yours

Instructions:

The link below leads to a product on a website. Read-through the product's features and write a positive review for it using the guidelines above to the best of your ability. I have also provided the part number for this product and you can click on the links below to see it on several alternative websites. In order to post some reviews you will need to create an account on the site. You can use your own email address or open a new free webmail account (gmail, yahoo...) and use it to post with.

[CLICK HERE TO VIEW PRODUCT ASSIGNED TO THIS HIT](#)

MFG PART: FSU301

The link to post a review is to the right of the "Customer Reviews" heading and shows "Create a Customer Review" button.

To help formulate your review you can view this product on:

Questions?

