INTERNET-BASED RESEARCH: THEORY AND APPLICATION MVZ507

SPRING 2019



Maya Hadar

On the Agenda for Today

 Conducting behavioral research on Amazon's Mechanical Turk

2. Twitter

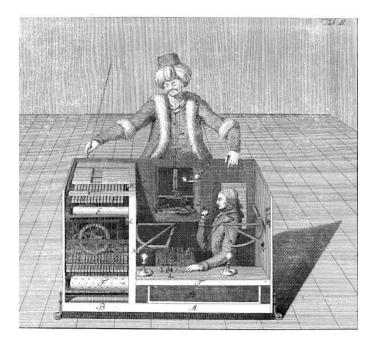
Twitter in the Czech Republic



3. Mining Twitter, a source for 'wisdom of the crowds'

Conducting Behavioral Research on Amazon's Mechanical Turk

*** The Turk, an 18th-century fake chess-playing machine



Evaluating Amazon's Mechanical Turk as a Tool for Experimental Behavioral Research

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Conducting behavioral research on Amazon's Mechanical Turk

Winter Mason · Siddharth Suri

"How to" Guide to MTurk

- What is Amazon's Mechanical Turk?
- Why Mechanical Turk?
- Who are the Workers?
- How to Become a Requester?
- How to Create a Study?
- How to Ensure Quality?
- What about Ethics and Privacy?
- Turker Communities and Useful Websites

What is Amazon's Mechanical Turk?

- Amazon's Mechanical Turk is a crowdsourcing Internet marketplace that enables individuals and businesses (known as 'Requesters') to coordinate the use of human intelligence to perform tasks that computers are currently unable to do
- A labor market for **microtasks** (Huang, Zhang, Parkes, Gajos, & Chen, 2010)
- A job outsourced to an undefined group of people in the form of an open call (Howe 2006)

What is Amazon's Mechanical Turk?

- Large set of people willing to do task for relatively low pay
- Initially invented for human computation tasks, microtasks that are very difficult/impossible for computers to perform: extracting data from images, labeling images, filtering adult content, etc.

Example of Moderation of an Image

Instructions

Guidelines for selecting an image as adult content. Select the image if you consider any of the following to be true.

- Does the image contain nudity?
- Does the image portray hate or hate crimes?
- Does the image contain bloody violence?
- Does the image contain offensive gestures?









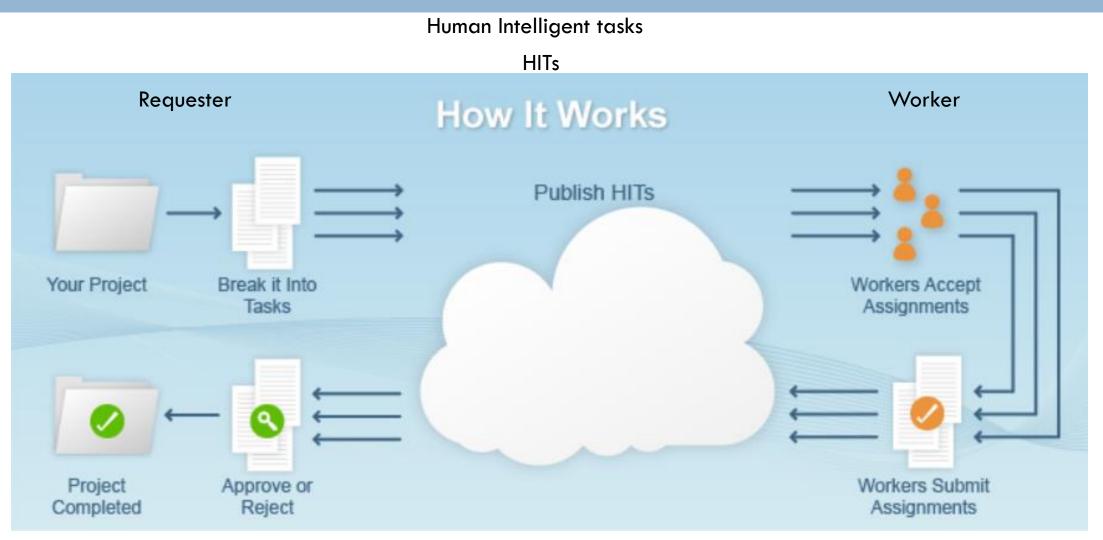




Why Mechanical Turk?

- Stable subject availability
- Large set of people + low cost
- Subject pool diversity (age, ethnicity, socioeconomic status, language, country of origin)
- Low cost and built-in payment mechanism
- **Faster** theory-experiment cycle
- Validity of worker behavior (e.g. Paolacci et al. 2010)
- Replications of standard judgment and decision making tasks (Paolacci et al. 2010)

How does it work?



Amazon's Mechanical Turk

How does it work?

Working on HITs

Step 1: Find work

Search or browse through the Human Intelligence Tasks (HITs) and click on the one that interests you.

Requester:	Powerset	HIT Expiration Date:	3ul 9	Reward:	\$0.02
		Time Allotted:	10 minutes	HITs Available:	1114
elect the best	category for a product			Vie	w a HIT in this grou
Requester:	Channel Intelligence	HIT Expiration Date:	3ul 9	Reward:	\$0.01
		Time Allotted:	10 minutes	HITs Available:	425
xpedited pode	ast transcription			Vie	w a HIT in this grou
Requester:	CastingWords	HIT Expiration Date:	Jul 9	Reward:	\$4.95
		Time Allotted:	30 minutes	HITs Available:	2

Step 2: Work on your HIT

Accept the HIT and follow the instructions. When you're done, submit your work.



Step 3: Get paid for your work



After the requester approves your work, money is deposited into your Amazon Payments account.

Examples

Find HITs Now ▶

Here are just a few examples of HITs that workers have completed on Mechanical Turk.

Select the correct spelling for these search terms

Is this website suitable for a general audience?

Find the item number for the product in this image

Rate the search results for these keywords

Are these two products the same?

Choose the appropriate category for products

Categorize the tone of this article

Translate a paragraph from English to French

Currently 386,479 HITs available.

Find HITs Now >

Countries of origin:

- 100K-200K unique workers on Amazon (Difallah et al. 2018: Jan 2018)
- 500k workers (Amazon)
- 50% USA, 40% India (Ipeirotis, 2010) => Most of the workers are from the US and India because amazon allows cash payments only in USD and Rupees
- Country of origin tends to change the motivation of workers to participate in the marketplace
 - India => the online marketplace is a primary source of income
 - **US** => most workers consider Mechanical Turk a **secondary** source of income

Patterns of activity:

- On average, 2K-5K workers are active on Amazon at any given time (equivalent to 10K-25K full-time employees)
- On average, 50% of the worker population changes within 12-18 months
- Workers exhibit widely different patterns of activity, with most workers being active only occasionally, and few workers being very active
- MTurk has a yearly transaction volume of a few hundreds of millions of dollars

- Mean age: 32 years
- **Gender:** Slightly more females (55%)
- Income: income level of US workers on Mechanical Turk is shifted towards lower income levels (Ipeirotis, 2010)
- Main Motivation to participate in the marketplace => Money
 - Other reasons => entertainment and education

http://www.newyorker.com/culture/culture-desk/video-turking-for-respect

Amazon's Mechanical Turk

How to become a requester?

Create Requester Account and Amazon Payments Account

🤹 Overview Requester Am 🗙 🕂					\frown				
+ + https://requester.mturk.com				(requester	→☆自て	•	ê 4 Z
← go to MTurk.com	١			(Uncate an Account	Already have	an account? Si	gn In:	Requester
amazonme	chanical turk	REQUEST	ĒR						
Home	Create	Manage	Developer	Help					

What you need =>

- E-Mail adress (advise: use unique email adress for running studies)
- Credit Card
- U.S. Billing adress (create one with International Parcel Services)

HITs

Internal HIT (using Amazon Templates) External HIT (Link to Study)

Amazon Mechanical Turk - All HITs +					
Mazonmechanical turk Artificial Artificial Intelligence	Your Account	HITS Qualifications	93,352 HITs available now		Sign
	All HITS HITS Ava	ilable To You HITs Assigned To Y	ou		
Search for HITS containing			that pay at least \$	0.00 for which	you are qualified 🗉 🎯
III HITS					
1-60 of 1966 Results					
Sort by: HIT Creation Date (newest first) 🚺 🮯	Show all details Hi	de all details		First (C Previo	us (45678 > Next >> Last
Grade Snippet of Audio Transcription					View a HIT in this group
Requester: CastingWords	HIT Expiration Date:	Nov 19, 2010 (7 hours 46 minutes)	Reward:	\$0.03	
	Time Allotted:	1 hour 30 minutes	HITs Available:	6	
Event Moods and Modes					View a HIT in this grou
Requester: Restaurant Recommender	HIT Expiration Date:	Nov 26, 2010 (6 days 23 hours)	Reward:	\$0.10	
	Time Allotted:	10 minutes	HITs Available:	676	
Review & Proof this short article					View a HIT in this group
Requester: Todd Dickerson	HIT Expiration Date:	Nov 20, 2010 (23 hours 46 minutes)	Reward:	\$0.15	
	Time Allotted:	60 minutes	HITs Available:	1	
Grade Audio Transcription					View a HIT in this group
Requester: CastingWords	HIT Expiration Date:	Nov 20, 2010 (11 hours 46 minutes)	Reward:	\$0.07	

Start a New Project

Categorization		
Data Collection	Example of Survey	
Moderation of an Image		^
Sentiment	Instructions	
Survey	Enter instructions for your survey:	
Survey Link	• Instruction #1	
Tagging of an Image	 Instruction #2 Instruction #3 	
Transcription from A/V		
Transcription from an Image		·
Writing	1. What is your gender?	
Other	⊖ Male	
	⊖ Female	
	2. What is your age?	
	3. Which of the following best describes your highest achieved education level?	
	- select one -	
	4. What is the total income of your household?	
	Less than \$12,500 \$12,500 - \$24,999 \$25,000 - \$37,499 \$37,500 - \$49,999 \$50,000 - \$62,499	~
	Create P	roject »

Start a New Project

Categorization

Data Collection

Moderation of an Image

Sentiment

Survey

Survey Link

Tagging of an Image

Transcription from A/V

Transcription from an Image

Writing

Other

Example of Survey Link

Instructions

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.

Make sure to leave this window open as you complete the survey. When you are finished, you will return to this page to paste the code into the box.

Template note for Requesters - To verify that Workers actually complete your survey, require each Worker to enter a <u>unique</u> survey completion code to your HIT. Consult with your survey service provider on how to generate this code at the end of your survey.

Survey link:

http://www.linktomysurvey.com

Provide the survey code here:

e.g. 123456

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

~

Edit Project

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

Enter Prop	erties (2) Desig	gn Layout ③ Preview and Finish
Project Name:	Study Link	This name is not displayed to Workers.
Describe you	HIT to Workers	
Title	Participate in an exp	periment about medical decision making
	Describe the task to Workers. E	Be as specific as possible, e.g. "answer a survey about movies", instead of "short survey", so Workers know what to expect.
Description	Answer questions a	about different medical side effects and complete 40 choice tasks
	Give more detail about this task	k. This gives Workers a bit more information before they decide to view your HiT.
Keywords	survey, experiment,	decision making, study
	Provide keywords that will help	Workers search for your HITs.
	This project may c	contain potentially explicit or offensive content, for example, nudity. (See details)
Setting up you	ur HIT	
Reward per a	ssignment	\$ 3
		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 as	signments per HIT	85
		How many unlique Workers do you want to work on each HIT?
Time allotted	per assignment	1 → Hours V
		Maximum time a Worker has to work on a single task. Be generous so that Workers are not rushed.
HIT expires in		4 Days
		Maximum time your HIT will be available to Workers on Mechanical Turk.
Auto-approve	and pay Workers in	4 Days
		This is the amount of time you have to reject a Worker's assignment after they submit the assignment.

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) P	Preview and Finish						
Project Name: Study Link	This name is not displayed to Workers.						
Frame Height 450 Height in pixels of the	e frame your HIT will be displayed in to Wo	rkers. Adjust the height appropriately to minimize scrolling for Workers.					
Format • Schriftart • U I B A • I	*	Quellcode					
	Instructions						
	the link below to complete the	ducting a study about medical decision making. I need to understand preferences about medical side effects as well as gambling tasks. Select a study. At the end of the study, you will receive a code to paste into the box below to receive credit for taking our study. w open as you complete the study. When you are finished, you will return to this page to paste the code into the box.					
	Survey link:	https://ww3.unipark.de/uc/SPDS_Uni_Konstanz/b0ac/					
	Provide the survey code here:	e.g. 123456					

Worker requirements:

Customize Worker Requirements	~
-------------------------------	---

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

HIT Approval Rate (%) for all	 greater than or equal to 	✓ 95 ✓ remove	
Location	 is one of (select up to 30 values) 	 ANTIGUA AND BARBUDA (AG ARGENTINA (AR) ARMENIA (AM) ARUBA (AW) AUSTRALIA (AU) 	ve
Not yet participated in my stue	✓ has not been granted	✓ remove	

Payment =>

- 10% service fee to amazon
- Reservation wage: \$1.38 per hour
- Average effective hourly wage of \$4.80 (Ipeirotis, 2010)
- Bonus
- Little to no effect of wage on quality of work (Marge et al., 2010; Mason & Watts, 2009)
- Reject or accept work

How to Ensure Quality?

- Problem => Spammers, Bots
- Solution =>
 - Set qualification criteria (e.g. 95% approval rate)
 - Verifiable questions (e.g. "What is 2 + 2 ?"), attention checks
 - Seriousness checks
 - Make clear that Turkers won't be paid if the questions are incorrectly answered

What about Ethics and Privacy?

- Informed consent (purpose of the study, risks and benefits of the research, contact information of researcher)
- **Debriefing** (purpose of experiment, contact details of researcher)
- **Compensation:** hours and working conditions wholly determined by workers
- **Confidentiality:** with template HIT, Amazon has access to data

Off-site Turker Communities

Off-site reputation systems

- Turkopticon =>
- Turker Nation
- Rate requesters based on communicativity, generosity, fairness and promptness

How Turkopticon works:

Turkopticon adds functionality to Amazon Mechanical Turk as you browse for HITs and review status of work you've done. As you browse HITs, Turkopticon places a button next

Requester:	Tagasauris	HIT Expiration Date
	communicativity:	2.79 / 5
	generosity :	2.36 / 5
Determine the	fairness : 📰	3.95 / 5
Determine the	promptness : 📰	3.22 / 5
Requester:	What do these scores r	mean?
	Course based on 202 m	auloura
	- Terms of Service violat	
Type the text f		e with this requester »

to each requester and highlights requesters for whom there are reviews from other workers. Bad reviews let you avoid shady employers and good reviews help you find fair ones. You can view reports made against requesters with a quick click.

As you review HITs you've completed, are there HITs you weren't fairly paid for? Turkopticon adds a button that lets you review requesters from your "Status Detail" page.

Off-site Turker Communities

Off-site reputation systems

- Turkopticon
- Turker Nation
- Rate requesters based on communicativity, generosity, fairness and promptness

Great H	Ts	Threads / Posts Last Post
â	Daily HIT Threads Please share any great HITs you see here! Requesters : Please only post your HIT once per day. If you have multiple HITs, you can post each once daily.	06/30/15Attracting Grea by manzician Today, 04:21 AM
Forum S	Supporters Only	Threads / Posts Last Post
â	Forum Supporters: eBooks threads Place for Forum Supporters to chat and find free/cheap eBooks!	Private
Forum I	nformation	Threads / Posts Last Post
â	Forum News Anything new? It's news!	No more ads on TNI by spamgirl 06-11-2015, 09:37 AM
	Sub-Forums: Affiliate News	
â	Forum Discussion Are you having a problem on the forum? Post here for help! Have a suggestion for the forum? That goes here, too. This is ONLY for discussion of Turker Nation, NOTHING else!	If I don't have access to the by TAbbott 05-20-2015, 11:20 PM
	PLEASE NOTE: You should NOT post here about problems with post content OR other members. If you have a problem with the content of a post, please click "Report to Mod" on that post and we'll deal with it. If you have a problem with another user, please PM a staff member.	
	Answers to questions Newbles ask here often: 1. No, you cannot see the entire board yet. You have to post more and be here for a while before it opens up fully. 2. No, we can't tel you how many posts or how long you have to wait. 3. Please read this thread and this thread from the beginning to learn more.	
	Sub-Forums: Chat Help, , TurkerNation FAQ, , Thank You for Access	
General	Turking	Threads / Posts Last Post
A	mTurk General General chit chat about mTurk topics.	Have you completed te by tigger

- Requesters should introduce themselves before posting hits
- → Workers reactions to study can provide useful insights into method
- \rightarrow Keep the relationships with workers professional as if they were employees

Useful Websites

- Experimental Turk <u>https://experimentalturk.wordpress.com/</u>
 - Blog reporting evidence concerning the reliability of Amazon Mechanical Turk as an online subject pool for experiments

- CrowdFlower <u>https://angel.co/crowdflower/jobs</u>
 - A platform that enables data scientists to enrich their data by distributing work to on-demand human contributors located around the world

Mining Twitter, a Source for Psychological Wisdom of the Crowds

Ulf-Dietrich Reips • Pablo Garaizar

Published online: 24 June 2011 © Psychonomic Society, Inc. 2011



- Twitter is a Microblogging service => personal broadcasting media, information and opinion are mixed together, usually tightly linked with current reality
 - A <u>web application</u> (also on mobiles) in which users can post text-based messages of up to 140 characters (plans to increase to 280)
 - Twitter also works as a <u>social network</u>, allowing its users to follow other users, group them in lists, forward other users' messages or send private messages
- Using location awareness and promptness (via the Internet) researchers can detect changes in voiced (twittered) emotions, cognitions, and behaviors



- iScience Maps is a free Web service for researchers, technologically based on Twitter's streaming and search application programming interfaces (APIs)
- Allows researchers to assess (via Twitter) the effects of specific events in different places as they are happening, to compare cities, regions, or countries and test the evolution of responses in the course of an event
- In the article, results from a study on affective and personality characteristics inferred from first names are replicated by mining Twitter data with iScience Maps in two regions (western U.S. and the U.K./Ireland)

- Crandall and colleagues created maps of world regions from ca. 35 million geotagged photos uploaded to flickr
- These maps show relative interest in motifs & places and may lead to applications in tourism, city planning, ecology, and economics



Social media => an interesting resource for social-behavioral research (the "wisdom of the crowds")

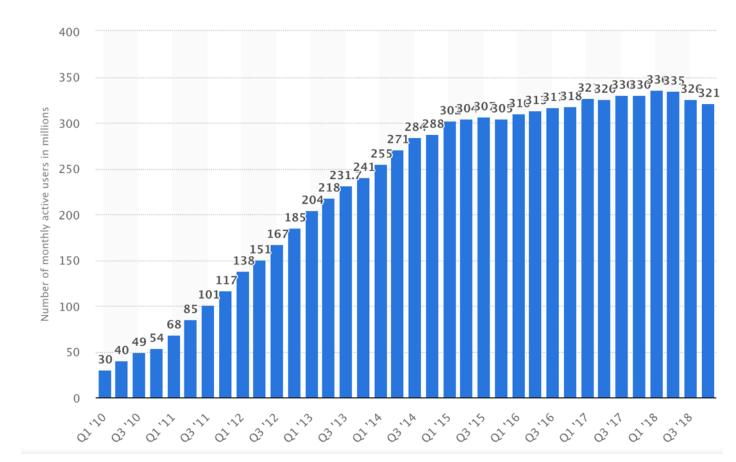
The "wisdom of the crowds of researchers" => identify "hot topics" (interdisciplinary)

Background



Twitter has more than 321 million monthly active users (2018)

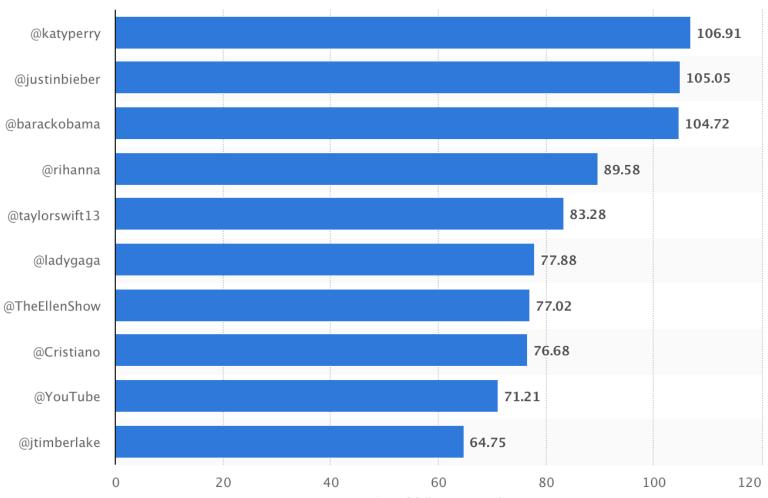
 Number of monthly active Twitter users worldwide from 1st quarter 2010 to 4th quarter 2018 (in millions) =>



Background



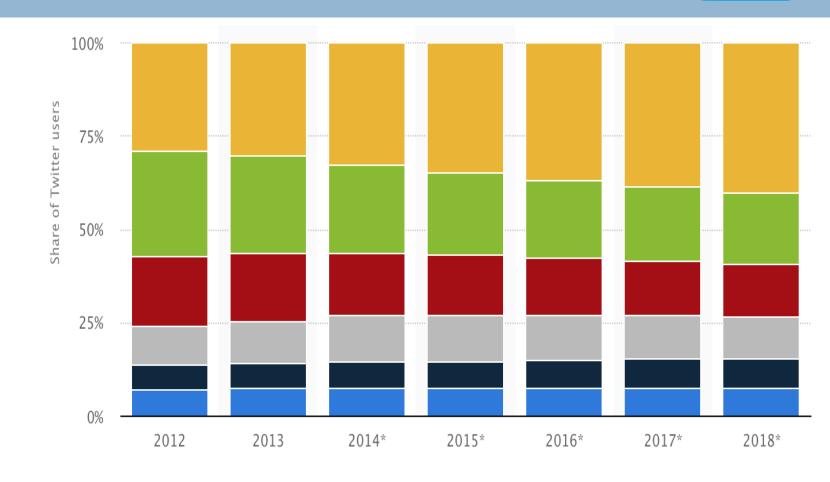
 Twitter accounts with the most followers worldwide as of February 2019 (in millions)



Number of followers in millions

Background

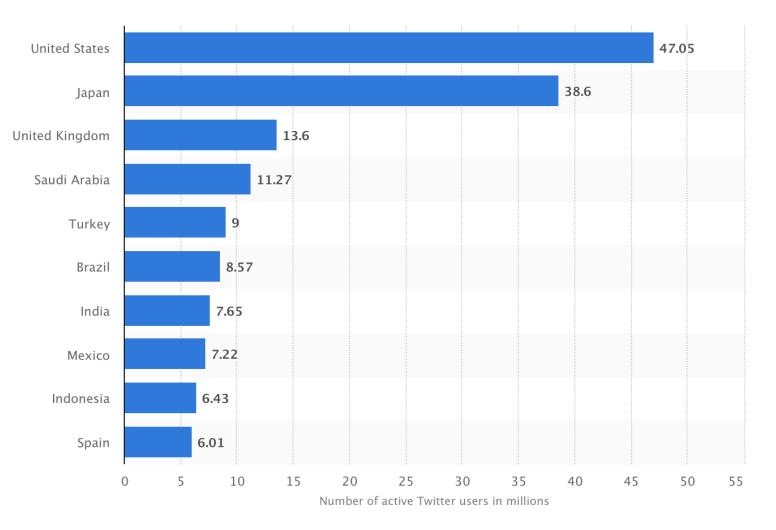
Distribution of Twitter
 users worldwide
 from 2012 to 2018,
 by region



Central & Eastern Europe
 Middle East & Africa
 Latin America
 Western Europe
 North America
 Asia Pacific**

Background

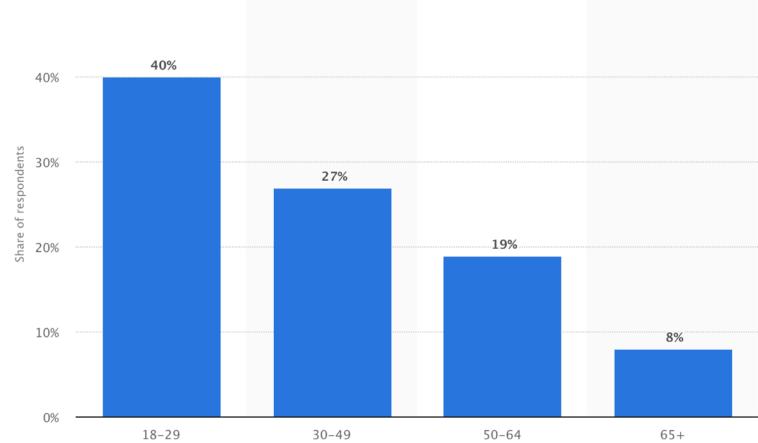
 Leading countries based on number of Twitter users as of January 2019 (in millions)



Background

Percentage of U.S.
 adults who use Twitter
 as of January 2018, by
 age group

50%



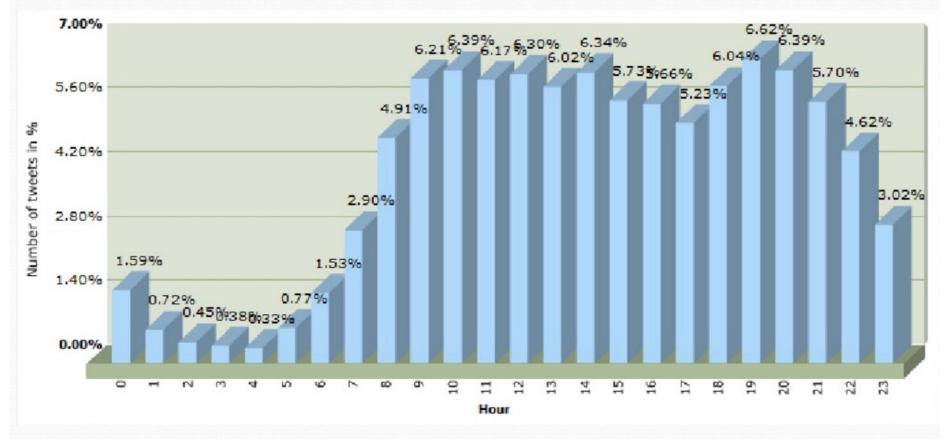
Background



- Less than 1% of tweets contain information about the sender's location
- Rough location can often be inferred from a **user's profile**
- **Simple Twitter search** is available in many browsers and online applications, from Twitter directly or via Twitter application programming interfaces (APIs)
- Simple Twitter search in the form of <u>monitoring</u> certain terms has been used as early as 2010 in research concerning elections

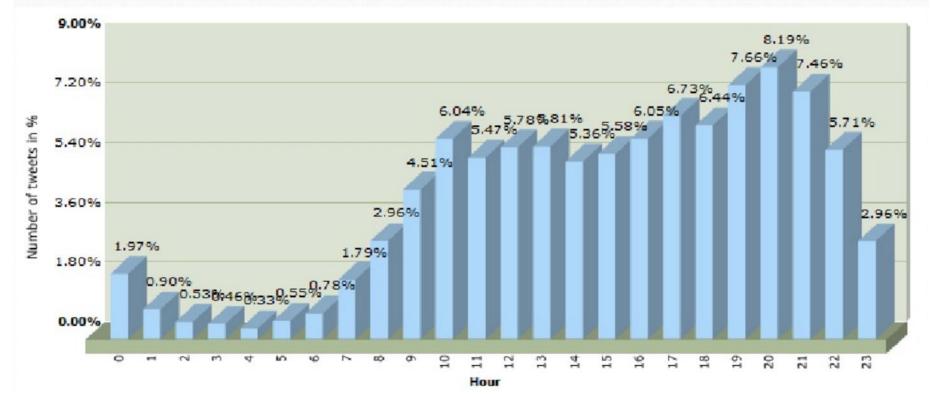
- Around 70 thousands twitterers who
 - Speak Czech and/or
 - Come from Czech republic
- Twitter in Czech republic is used from 2006
- Twitterers: geeks, bloggers, journalists, sportsmen, marketers, media, shopping, travelling, designers...

Tweeting during Day (Weekly average) May 2012



http://www.slideshare.net/andrej_probst/twitter-in-czech-republic

Tweeting during Sundays



http://www.slideshare.net/andrej_probst/twitter-in-czech-republic

TOP 10 - Followers

Order	Twitter Account	# Followers
1.	@68jagr - Official twitter account of Jaromir Jagr. Also on Facebook:	81.580
2.	@PragueBob a Czech-speaking American ex-pat living in Prague since 1993. Battling cancer, now. Secular Humanist. Left Libertarian. Critical Thinker.	73.201
3.	@avast_antivirus - Official Twitter feed of avast! security software	49.845
4.	@webnode - Webnode is a powerful on-line website builder that gives you 24-hour access to web design and content management by just using the Internet.	29.847
5.	@ProSyn - The World's Smartest Opinion Page	27.985
6.	@vtipy - Vtip ráno, odpoledne nebo večer. Vybíráme i vaše nejlepší vtipy!	21.688
7.	@Roman86_K - Rider of Astana Team	21.361
8.	@zdenekstybar	17.475
9.	@computer_zive - Baví nás počítače a internet. Twítuje redakce webu Živě.cz a časopisu Computer.	16.503
10.	@socialbakers - Socialbakers.com - Social Media Statistics and Pro Analytics for Facebook, Twitter, Linkedin, Youtube, Google+ CEO @janrezab	13.223

http://www.slideshare.net/andrej_probst/twitter-in-czech-republic



- iScience Maps for Twitter => a set of Web applications:
- Assisting researchers interested in social media analysis— mining tweets
- Developed in order to **implement comparative searches of Twitter**
- Targeted at **behavioral researchers** (almost all other available tools are designed for personal Twitter users, marketing purposes, or a simple search)
- In iScience Maps, it is possible to combine terms, using Boolean operators, compare searches for different locations and to download results in several formats



Features:

- Temporal and geospatial content analysis + rich set of features for comparative search options
- Trends within a date interval can be detected (via the Global Search panel) and visualized as an animated movie using the Scalable Vector Graphics based worldwide map's animations
- Local Search also enables comparative searches
- Can calculate relative proportions of search term combinations in Twitter for a given geo location



Features:

- Can combine the location information with aggregated data available via zip code = useful in determining the extent to which tweeting on a particular topic is concentrated in (wealthy communities across the U.S.)
- The **results** can be easily **exported** to the clipboard or to CSV or Excel format
- The **tweets** can be **accessed**
- Researchers can combine raw results from official Twitter APIs with refined results taken from the iScience Maps API and can cross-check trends or proportional ratios

 Two query panels grouped side by side; easily to compare searches between places, date ranges, and search terms.

• Where?

 Location can be defined using the map to set the area range or by typing in the text field above the map

• When?

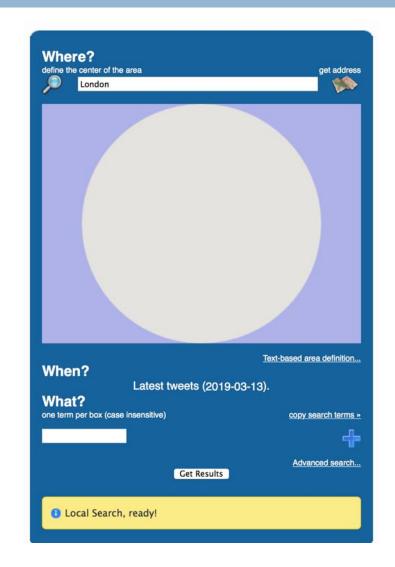
• A horizontal scale with two sliders allows users to **define a date range**. Twitter provides data only for the last **3–7 days**

• What?

 Pressing the "+" button initiates a Boolean search for two search terms. Three operators (and, or, and not) can be defined

2 APIs to be queried:

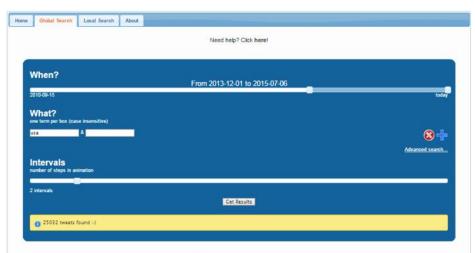
- Local Search's Twitter API: provides more results than its alternative but ...
 - 1,500 results limit
 - Slow if there are too many results
 - Limited date range (2,500 km)



2 APIs to be queried:

• Global Search's Twitter API:

- No result limits (date range or distance),
- Shows geotagged tweets only (no profile-based location inference).
- Draws on a random sample of 1%-10% of all tweets.





<u>http://maps.iscience.deusto.es/#local</u>

Step By Step Example of Local Search

The goal =>

- **Replicate** a study on **personality characteristics** inferred from first names (1993) Using 6 male names
- For 3 of the names (Alexander, Charles, Kenneth), **strong connotation** of the dimension "successful" ("ambitious," "intelligent", "creative"***) was found
- Weak connotation was found for the rest (Otis, Tyrone, Wilbur)
- Hypothesis: If these names' having the specific connotation of a personality characteristic really holds, this should be apparent when Twitter is mined (***e. g., "Charles is an intelligent guy")

Step By Step Example of Local Search

The Method =>

• Searching for **one name at a time, 3 days period** (to avoid reaching the threshold for number of tweets per search imposed by Twitter- 1,500)

In "Local search" tab =>

- 1. **Define locations** in the 2 map areas: Western U.S. and U.K. & Ireland (also works with geographical coordinates of a point and radius)
- 2. "When?": 3 days
- **3. Base rate:** simple search for each name (What? "Otis"=> "Get Results.")
- 4. Search for each name **in combination** with an attribute ("Charles" and "intelligent")
- 5. **Comparing** the U.S. west coast with the U.K. and Ireland.

Step By Step Example of Local Search

The Results =>

- All the high-connotation names indeed appear in the same tweets with some of the aforementioned terms
- Opposite connotation search:
 - US => No combination of low-connotation names with any of the terms "successful," "ambitious," "intelligent" or "creative" was found
 - **UK** => **some** combinations for 2 of the 3 high connotation names were found

*** The **base rate** of high-connotation vs. low-connotation names is a **confounding factor** and may also explain the findings in the original study (**less frequent names** may cognitively be less associated with any personality characteristics)

iScience maps vs. other Twitter search services

- Web services that were developed around the Twitter APIs (not specifically for scientific research) may be useful in <u>research projects</u>:
- Monitter- monitoring the Twitter world in real time for a set of keywords and watch what Twitter users are writing
- Web service providers which <u>don't provide search options</u> but do provide content:
 - Twitter Halfhose (~50% of all Twitter content, delivered in real time)
 - Twitter Link Stream (all Twitter statuses containing URLs, delivered in real time)
 - Twitter User Mention Stream

iScience maps vs. other Twitter search services

Main drawback => <u>Price</u> (unsuitable for low-budget research initiatives)

Alternatives:

- Semiocast- provides semantic analysis services through a public API. This API can be used to analyze, filter, and prepare Twitter statuses in terms of their language or location. Allows up to 1,024 API calls per day for free.
- 140kit- free web service, enables complete data pulls for a set of users/terms on Twitter. Only provides on-demand Twitter data pulls and content based filtering, not location based

Next Session...



- Internet research in political science
- Experimental research on the web- practical guidelines
- Discussion of experimental designs

Thank You For Your Attention!

Questions???



Twitter: The only place where you get excited when a stranger follows you...

+

12:32pm - 12 Aug 12