WEEK 1:
TURKING REFLECTIONS

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DISCUSSION IS AT CROWDRESEARCH.SLACK.COM
NEXT WEEK WE SHIFT TO DAYLIGHT SAVINGS TIME

India says: “Thanks, U.S.A.!”
Reflect on Milestone 1 insights
Deciphering research from advanced development
Milestone 2
Rapid onboarding for needfinding strategies
MILESTONE 1: WALKING A MILE IN A CROWD WORKER’S SHOES
FIRST OF ALL...

I sampled some of the high-rated submissions. You put a ton of care and thought into the milestone. Wow!

Highlighted, highly-rated submissions are on the Milestone 1 wiki
AS A WORKER: RECURRING OBSERVATIONS

Very difficult to find work. We kept seeing the same task that nobody is doing, over and over. It becomes super repetitive.

Concerns about wages

People with no experience earned much less than people with Turking experience. $1 all the way up to $1000 in two days (two teams!)
AS A WORKER: RECURRING OBSERVATIONS

Many had oDesk experience. Enjoyed that there are almost no requester scammers on the platform. There were lots of scammers on Microworkers. On AMT, the high-paying tasks were gated behind qualifications.
MORE? TURK LIKE A TURKER.

Check out Turkopticon, Reddit’s /r/mturk and /r/HITsworthturkingfor

Join an AMT worker forum (on the wiki) and introduce yourself
AS A REQUESTER: RECURRING OBSERVATIONS

Many people already had requester experience on AMT. Among the people who were new to the platform: signing up was a bear, and wrangling CSVs was not much better. It’s hard to trust the results: had to go back and inspect every single response.
AS A REQUESTER: RECURRING OBSERVATIONS

Exciting to see how quickly results started to come in.
Seemed like AMT was designed to be most friendly to requesters.
DECIPHERING RESEARCH CONTRIBUTIONS
WHAT MAKES AN IDEA A RESEARCH CONTRIBUTION?

1) You articulate approach that others have not yet pursued.

2) The approach generalizes to other problems in the same general space.

3) The idea represents a major shift in how we design such systems — not a usability patch.
“LOCATION SENSING TO AUTOSHARE SHOPPING HABITS.”

Could be research if:
- nobody has ever proposed shopping as a problem
- your solution generalizes to other problems and has never been demonstrated
- e.g., sensing location based on smell
- e.g., public shaming to change behavior

Probably not research if:
- you are applying a solution that we know about already to a problem that we know about already
“A MIRROR TO TELL ME IF MY CLOTHES ARE IN STYLE.”

Could be research if:
• nobody has ever studied how people use technology to avoid fashion faux pas
• your solution generalizes to other problems and has never been demonstrated before (e.g., determining style through FB photos)

Probably not research if:
• you are applying a solution we know about already to a problem that we know about already
• e.g., this is solely a user-centered design project
• e.g., you are not contributing a new technique or domain
MILESTONE 2: NEEDFINDING
GOAL: SYNTHESIZE NEEDS

Needs are going to be the bedrock of our brainstorming.
Requesters need...
   For example, “requesters need to be able to trust the results they get”
Workers need...
   For example, “workers need to find high-quality work easily”
NEEDFINDING PART 1:
WORKER+REQUESTER PANEL

Join us for one or both Google Hangouts on Air that we are hosting on Monday with workers and requesters.

Monday 8:30am PDT, 6pm PDT. (Don’t forget: time change!)

Pose questions to the panel to better understand the perspectives of people who spend a lot of time at this.
NEEDFINDING PART 2: RESOURCES

Resources to highlight worker issues:

- CHI papers: Turkopticon + Being A Turker
- Worker resources: try Turkopticon, introduce yourself on worker forums and Reddit /r/mturk + /r/HITsworthturkingfor

A few resources to highlight requester issues:

- Blog posts by Panos Ipeirotis
- CHI paper: crowdsourcing user studies on AMT
- Reddit /r/mturk requester issues – look for errors!
A CRASH COURSE IN NEEDFINDING
KICKSTART YOURSELF

Please watch Scott Klemmer’s 15min Coursera lecture later at: http://hci.st/needfinding
FIVE GOALS OF NEEDFINDING

What do people do now?
What values and goals do people have?
How are these particular activities embedded in a larger ecology?
Similarities and differences across people
...and other types of context, like time of day
TRICKS

Pay attention to all the artifacts
Look for workarounds and hacks
Errors are a goldmine
TALKING TO PEOPLE

Avoid leading questions! ("Would you like AMT to be more easily searchable?")

Remember that people have trouble getting out of their own worldview. This is called functional fixedness. (Don’t ask: “How could we make AMT better for you?”)
NEEDS ARE VERBS, NOT NOUNS

Nouns assume the solution:
“She needs a ladder.”

Verbs open up many possible solutions:
“She needs to grab all her items before leaving.”
OBSERVATION VS. INTERPRETATION

A common error is to mix up what you see with what you interpret.

Start with what you see:

- What’s the environment or activity that’s framing this behavior?
- What’s out of frame that might be important?

Capture details! You’ll need them later.
INTERPRETATION

Ask yourself why you think something happened
Suggest a reason
Ask yourself why that reason exists and matters
Recurse...

Aim to produce needs
QUESTIONS AND DISCUSSION