

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.!”

TODAY

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.

NEED FINDING 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