

Building experiments: Data collection

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Outline

- How to recruit participants
 - In person
 - Online
- Advantages and disadvantages
 - Methodological perspective
 - Sampling perspective



In person vs online recruitment

- In person:
 - Undergraduate participants
 - External volunteers
 - Clinical samples

- Online:
 - Amazon Mechanical Turk
 - Prolific academic



Amazon Mechanical Turk

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+ Amazon Requester Inc. - C	[French language proficiency requir...	61,046	\$0.01	17h ago	Preview	Accept & Work
+ Amazon Requester Inc. - C	[日本語能力が必要]商品のインタレ...	59,647	\$0.01	7h ago	Preview	Accept & Work
+ Amazon Requester Inc. - C	Product to Interest Audit (single yes/...	28,379	\$0.01	1h ago	Preview	Accept & Work
+ Amazon Requester Inc. - C	[dominio del idioma español requeri...	27,670	\$0.01	21h ago	Preview	Accept & Work
+ Amazon Requester Inc. - C	[Proficiência no idioma português br...	19,719	\$0.01	20h ago	Preview	Accept & Work
+ Crowdsurf Support	Transcribe up to 35 Seconds of Med...	17,485	\$0.05	3m ago	Preview	🔒 Qualify
+ TC Research	Find the Email for These Mental He...	13,896	\$0.12	5d ago	Preview	Accept & Work
+ UnSpun Opinions	Opinion Survey	12,180	\$0.50	1m ago	Preview	Accept & Work
+ KronoPin	Find the Website Address for a Con...	11,846	\$0.03	2/23/2018	Preview	🔒 Qualify
+ Assistive Technology Rese	1 minute survey: Smart speakers at ...	10,577	\$0.15	3d ago	Preview	Accept & Work
+ Armin Hamzic	Tell us if a picture shows a specific f...	10,557	\$0.01	1d ago	Preview	🔒 Qualify
+ nttkAN	Image Annotation (WARNING: This ...	8,217	\$0.05	10d ago	Preview	Accept & Work




Prolific Academic

Studies

Prolific Score: **96/100**

Total Earned : £27.56

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Completed At	Study	Researcher	Reward	Status	Completion Code	When Approved	Action
31/01/17	The Online Shop...	Lawrence Lam 	£ 3.00	Rejected	6IOM7BF0	Add to Personal Balance	N/A
31/01/17	Rate your super...	Arne Vanderstukken 	£ 1.50	Approved	I2PCF9G8	Add to Personal Balance	N/A
27/01/17	Enhancing Sust...	Dev K (Roshan) Boojihawon 	£ 1.70	Approved	NOCODE	Add to Personal Balance	N/A
20/01/17	Evaluations and ...	Instituto Sistemas Complejos de Ingenieria, Todd Pezzuti 	£ 0.75	Approved	5ACIG78R	Add to Personal Balance	N/A



Methodological considerations

- Behavioral measures
 - Relatively easy to program for online studies
 - But some are tricky, e.g., response time measurements are dependent internet connection, hardware, etc.
- Physiological/neurological measures
 - EEG, fMRI, etc. cannot be conducted online (yet)
 - Advances in video data analysis make it viable to use data collected online for other measures, e.g.:
 - Gaze tracking
 - Hand-movement tracking
 - Facial expressions



Sampling considerations

- Diversity of samples
 - Can reach people from all over the world online
 - Although: samples will be biased toward people with internet access, time to participate, etc.
- Special populations
 - Some special populations becoming easier to reach online, e.g., parents and kids (Lookit initiative at MIT)
 - Clinical populations harder to reach online



Additional considerations

- Attentional problems (e.g., people might do other things while participating in experiments)
 - additional attention/comprehension checks
- Repeat entries (same person repeatedly participating in an experiment)
 - filter by ID/IP-address



Summary

- In person vs online data collection
- Advantages and disadvantages
 - Methodological perspective
 - Sampling perspective
 - Other considerations

