

Problem:

user studies are

small
costly
take time

Proposal

Use Mech Turk

cheap
take less time
large #

PEOPLE
involvement

Uni Exp.s	self-selecting
Online Exp.s	?
Mech Turk	self-selecting, no demographic info
metric eval	more objective (people have biases)

type task at hand

no need for demo info
short & simple
individual
[bona fide answer]
(expert/ net)

What if ...

- we could disage MechTurk

get shares

get demo info

robustness to gaming

Practical Tasks
for MechTurk

quality annotation
(of webpages, pictures,
of catchy titles)

recruit people (if incentives
are $\neq$)

econometrics games

Judge output of algorithms
(eg, outo-folks matching)

