**Amazon MTurk 101**

To sign up as a Requester (i.e., a researcher) on Amazon's Mechanical Turk (MTurk):

**Step 1: Visit the MTurk Website: https://www.mturk.com/**

**Step 2: Sign Up as a Requester**

Click on the "Get Started with Amazon Mechanical Turk" button at the centre of the page.

Scroll down to the section labelled "Want to get work done?" and click on the "Sign in as a Requester" button.

**Step 3: Create Your Amazon Account**

If you already have an Amazon account, you can log in with your existing credentials. If you don't have an account, click on the "Create your Amazon account" button. Fill out the required information, including your name, email, and a secure password. For example, "John Doe", "johndoe@example.com", and a strong, unique password. After filling out your information, click on the "Create your Amazon account" button. You will receive a confirmation email to the address you provided. Navigate to your email account, open the email from Amazon, and click on the verification link to verify your email address.

**Step 4: Register as a Requester**

After verifying your email and logging into your Amazon account, you will be redirected back to MTurk to continue the registration process:

* Fill out your personal information including your full name, address, and phone number.
* Amazon will also need your billing information. Input your credit card details in the provided fields. Please note that your credit card must be a Visa, Mastercard, American Express, or Discover card that is issued by a bank within the United States.
* After entering your details, click the "Next" button.

**Step 5: Confirmation**

Amazon will review your account details and send you a confirmation email once your registration is complete. This may take up to 48 hours. Once you receive the confirmation email, you can begin creating and publishing HITs (Human Intelligence Tasks) on MTurk.

Setting up your MTurk account is just the beginning. Once you're set up, you'll need to familiarize yourself with creating HITs, managing workers, and ensuring the quality of your data. Amazon provides a range of resources to help you get the most out of MTurk, so be sure to check out their documentation and FAQs.

**Create Your First Study**

To creating your first study as a Requester on Amazon Mechanical Turk (MTurk):

**Step 1: Log in to Your Requester Account at https://requester.mturk.com/.**

**Step 2: Create a New Project**

From your Requester dashboard, click on "Create" then "New Project". Select the "Survey Link" template as you will be directing workers to a Qualtrics survey. Click "Create Project".

**Step 3: Enter Basic Information**

Enter the title of your study. In the Description section, write a brief summary of the task to help workers to understand the purpose of the study. Enter relevant keywords that can help workers find your task, such as "survey, commuting, New York, environment".

**Step 4: Set Worker Requirements**

Click "Worker requirements" to set the qualifications for your study. For example, if you want participants from New York City only, Amazon Mechanical Turk has built-in qualifications for location. Click "Add Requirements" and search for "Location". Choose the option for "Location is US-NY" to restrict the task to New York residents.

The built-in prescreening options at Amazon Mechanical Turk are limited. For example, Mturk does not support direct screening for gender. You'll have to mention the requirement in the study description and include a screening question at the start of your survey in Qualtrics.

**Step 5: Set Up the Task**

Enter the URL of your Qualtrics survey in the "Enter Survey Link" field. In the "Survey Code" field, enter instructions for the workers to submit a confirmation code after they complete the survey. You will need to set up your Qualtrics survey to show a unique confirmation code upon completion.

**Step 6: Set Rewards and Expiration**

Set the reward per assignment as £1. Please note that MTurk charges a standard fee of 20% on the reward and bonus amount (the total amount you're paying workers). For HITs with 10 or more assignments, the fee is 40%.

Set the time allotted per assignment (how long workers have to complete the task once they accept it) and the lifetime of your HIT (how long your HIT is available for workers to accept).

**Step 7: Review and Publish**

Review the details of your HIT, and then click "Preview". If everything looks good, click "Publish". If you need to make changes, click "Edit".

Please note that the platform's charges can increase if you use Masters Workers or add additional qualifications beyond what's provided by Amazon Mechanical Turk.

**Monitor Study and Collect Data**

Once your study has been published and participants are taking part, you can monitor its progress from your dashboard.

**1. Accessing Your Study Dashboard:**

From your main MTurk dashboard, locate your study. Click on the study title. This will take you to the study's specific dashboard.

**2. Monitoring Participation:**

Here you can see how many people are currently taking your study, how many have completed it, and how many have returned it. If the study is active, you can stop accepting new workers at any time if you have gathered enough data or need to make changes.

**3. Checking Preliminary Results:**

Click on 'Manage' then 'Results' to see a detailed breakdown of all participants who have taken part in your study. You can see each participant's Worker ID, the status of their task (Submitted, Approved, Rejected), and the time it took them to complete the task.

**4. Ensuring Data Quality:**

It's important to review submissions for data quality. If there are consistently incorrect or nonsensical answers, it may indicate that the participant was not taking the study seriously.

However, be cautious not to reject submissions too easily. Every rejection lowers the participant's approval rate and can affect their ability to participate in future studies. As a good practice, only reject a submission if you have a justified reason (e.g., participant failed an attention check question, gibberish or contradictory responses). Remember, treating participants ethically and fairly is crucial not only for the reputation of your research but also for the quality of your data. Pay participants promptly, communicate clearly and respectfully, and keep rejections to a minimum to ensure the best results for your study.

**5. Resolving Issues:**

If you find issues with a submission, consider reaching out to the participant through the platform to discuss the problem before rejecting their work. This allows participants to provide clarifications or corrections, ensuring they are treated fairly. MTurk has a "Contact Worker" feature, where you can message participants directly. Use this judiciously and respectfully.

**6. Approving Submissions:**

Once you are satisfied with a submission, you can approve it by clicking the 'Approve' button. Approved participants will receive their payment through MTurk.

**7. Downloading Collected Data:**

After you have finished collecting data and approved all the submissions, you can download the data. Go to the 'Results' tab and click on 'Download CSV'. This will download a CSV file (which can be opened and edited in Excel) with all the information about your participants and their responses.