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GUIDANCE FOR RESEARCH USING CROWD-SOURCING

Roosevelt University – January 2022

CROWD-SOURCING SERVICES

Crowd-sourcing services are used for multiple reasons, but are becoming popular ways to recruit potential research study participants from the general public. These guidelines have been created to assist Roosevelt researchers that are recruiting participants through a crowdsourcing service. These guidelines have been reviewed by researchers in the field, ethics Board members, as well the Roosevelt IRB. These guidelines are not policy and are being compiled to support researchers. The guidelines are meant as an interpretation of existing RU policies and guidance in the context of crowdsourced research and are not meant to take precedence over them. The most common crowd-sourcing platform used by Roosevelt researchers is Amazon Mechanical Turk (MTurk). Although this guidance was developed with MTurk in mind, elements of it may also be applicable to other crowdsourcing websites (e.g., Prolific Academic) or commercial survey panels (e.g., Qualtrics Panels).

Amazon describes MTurk as "a crowdsourcing marketplace that makes it easier for individuals and businesses to outsource their processes and jobs to a distributed workforce who can perform these tasks virtually. This could include anything from conducting simple data validation and research to more subjective tasks like survey participation, content moderation, and more. MTurk enables companies to harness the collective intelligence, skills, and insights from a global workforce to streamline business processes, augment data collection and analysis, and accelerate machine learning development" ("Amazon Mechanical Turk").

Academic researchers are using MTurk to access a large population of participants for research studies. Researchers generate a Human Intelligence Task (HIT) that provides a title and description of the on-line task (including average time required and compensation). MTurk was not designed for research studies with an eye to the experience of research participants and is subject to Amazon's policies, but has become a popular avenue of data collection. MTurk is primarily used for recruitment and then participants are rerouted to another site (ie. Qualtrics) to engage in the research requirement. As the use of crowdsourcing websites has become more common in social science research, ethical issues have been raised about the shift to sampling from a population of 'gig-economy contract workers versus more traditional populations" (Auer,

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et al. 2021). In particular, researchers should consider the vulnerability of participants to exploitation as 'workers', and issues of compensation for time with potentially vulnerable populations.

CONSIDERATIONS & RECOMMENDATIONS

What do academic researchers need to consider when submitting an ethics application for a study using crowd-sourcing services for recruitment?

RISK LEVEL

On-line crowdsourcing such as MTurk should generally be considered for minimal-risk research. Research recruiting vulnerable populations; studying highly sensitive topics; or studies that require personal or health related information would require strong justification to balance any risks to participants. Due to standards of informed consent, studies involving deception or partial disclosure should be justified and only engage deception that would be unlikely to adversely affect the welfare of the participant.

RECRUITMENT

When using MTurk or other crowd-sourcing services, the title of the study and the description of the HIT act as a form of recruitment. Researchers should include the title and HIT description as part of the ethics application. In the description, researchers should include the time required (including screening), the nature of tasks, any additional software required, and compensation. As compensation must be provided even if the participant does not complete the tasks, wording in recruitment should be clear that participants may skip any and all tasks and still receive compensation when they reach the end of the survey. That is, barring unusual circumstances that are described in the application and part of the ethics review, researchers should not "reject" HITs for non-completion of a study.

DATA COLLECTION & CONFIDENTIALITY

It is important to understand the risks associated with services like MTurk, and to take necessary precautions to protect participants' data. Avoid using MTurk's internal HITs to collect response data. The data collected using MTurk's internal HITs are collected and stored by Amazon on Amazon servers (Mason & Suri, 2011). This data may become identifiable as response data can be linked with any other personal information collected by MTurk/Amazon, including IP

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addresses, name, age, address, etc. Additionally, with internal HITs, MTurk Worker IDs are automatically linked to survey responses. One study showed that MTurks Worker IDs can be linked to product reviews, ratings and any information provided on a personal Amazon Profile (Lease et al., 2013). Researchers should avoid collecting personal information whenever possible, including MTurk Worker IDs. If it is necessary to collect Worker IDs, this should be disclosed on the consent form and researchers must take all cautionary steps to ensure that they are kept confidential and secure, are not linked back to survey data. Instead of MTurk's internal HITs, it is recommended that researchers use MTurk as a recruitment tool, by embedding a link in MTurk that redirects Workers to an external online survey service such as Qualtrics. With this option, survey data are not collected or accessible to Amazon. More information on MTurk's internal HITs vs external HITs here: https://cphs.berkeley.edu/mechanicalturk.pdf

INFORMED CONSENT & DATA SECURITY

Researchers have the responsibility to ensure participants are informed about and consent to how their data is managed throughout and after the research study. When using crowd-sourcing services like MTurk, as with many research practices, complete confidentiality or anonymity cannot be guaranteed to participants. Crowdsourcing services like MTurk often collect and store personal information about their users, thereby posing potential privacy risks to research participants which should be included in informed consent. Clearly indicate in the consent form the Terms of Use or Privacy Policy of the crowdsourcing service you are using so participants are informed about how their data is being collected and by whom. Further, indicate the steps that will be taken to minimize security risks to the data researchers collect. Researchers should be aware of any policies or procedures in place by MTurk and/or online survey software companies when a breach of data occurs. The first page of the on-line survey should be the consent document. The online consent will have all of the elements of a regular consent, but can adapt the 'next' button to "I consent to participate" on the informed consent page.

INFORMED CONSENT: EXAMPLE LANGUAGE

Note: Researchers are strongly encouraged to carefully consider, select, and adapt the language provided to suit the specific needs of their research

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DEBRIEF

If the researchers are using deception or partial disclosure, then debriefing at the end of the survey is required. This debriefing form would be embedded into the last page of the survey and before exiting the participant would be forwarded to the debrief. The participant would be asked to answer a final question allowing researchers to use their data (or not use their data) now that they know the true purpose of the study.

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