

# Distributing a Survey

## Mechanical Turk (MTurk) Instructions

### 1. Log in

- Go to [mturk.com](https://mturk.com) and click “Get Started”
- Create an Amazon account, or log in with a preexisting account
- Always log in as “Requester”

### 2. Open a Survey Link project

- Click “Create” → “New Project” → “Survey Link” → “Create Project”
- Enter a title, description, and keywords that accurately represent your survey. Include a time estimate in the title.

### 3. Enter participant payment information

- Enter the amount that each participant will be paid in the “Reward per assignment” box.
- Enter the number of participants that you would like in the “Number of assignments per HIT” box.
- Allow workers an appropriate amount of time to fill out the survey.
- Enter the amount of time before your survey expires. A recommended time frame for expiration is 2-5 days. Most participants will respond closer to when the survey will expire. If you are not getting many participants 1-2 days before it expires, you can edit the expiration date and re-launch the survey before it expires.
- Enter the amount of time before participants are paid automatically.

### 4. Filter participants by location

- Click “Advanced” → “Worker requirements” → select “Customize Worker Requirements”
- Remove “Masters” qualification
- Change “HIT Approval Rate (%)” to greater than or equal to 75%
- Click “Number of HITS Approved” and select “Location” instead. Set to country/state you are interested in studying.
- When you click “Design Layout”, MTurk will encourage you to use Master Workers. Click OK (i.e. ignore this) and continue.

### 5. Design layout

- Click the “Source” button to change the format to code.

- Replace the existing code with the code in the box below. Replace “PASTE LINK HERE” with the link to your survey (provided by Survey Monkey/Qualtrics) and update the text to be relevant to your survey.

```
<p><span style="font-family: Arial;">This study takes most people 15 minutes to complete.
 Please be sure to read all the instructions and questions carefully.  Please make
sure to complete the study in one sitting, in a quiet place, free from distraction. This study
should not be completed on a mobile device. Thank you.  </span></p>
```

```
<p>To complete this survey click here: <script language="JavaScript1.2">
```

```
var links = new Array();
links[0] = "PASTE LINK HERE";
```

```
//Can change link text, ie. COMPLETE THE SURVEY
document.write( '<a href="'+links[Math.floor(Math.random()*links.length)]+'"
TARGET="_blank">COMPLETE THE SURVEY</a>' );
</script> <noscript>
Please enable javascript to start this survey.
</noscript></p>
```

```
<p> </p>
```

```
<h3>IMPORTANT: After you have completed the survey, type in the confirmation code that
appears on the last page.</h3>
```

```
<p>Confirmation Code:<input id="code" name="code" size="10" type="text" /></p>
```

- Click “Source” again, then continue.
- Your preview should look something like this:

## 6. Publish

- Click “Finish” → “Publish Batch”
- MTurk will show you another preview, and then the cost of your survey. If your account does not have enough funds in it, you will be asked to add funds.
  - COMPs students: you can either use the department’s credit card, or your own and be reimbursed.
- Click “Publish HITs”, and you’re done! MTurk will email you when your survey is complete.