

Supplementary income generation through

Micro-Tasks

Internal Guide

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External Guide

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(Technology for Emerging Markets Group, Microsoft Research India)

Shashank Khanna | M Des. Interaction Design 2008-10

Introduction

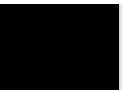
User Study

Research

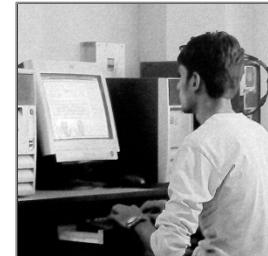
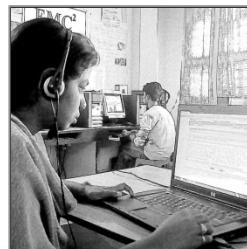
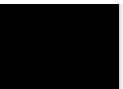
Design Exploration

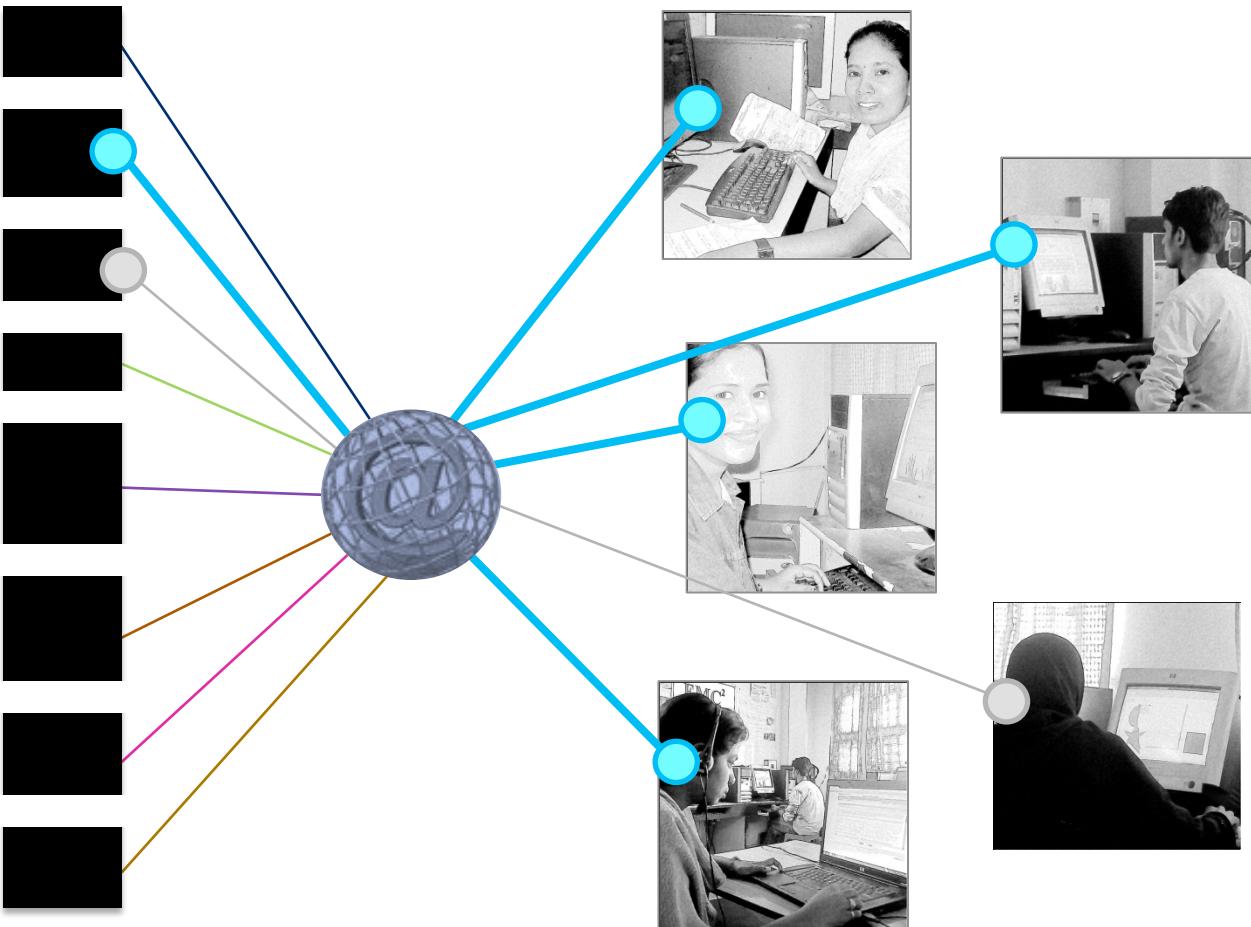
Micro-Tasks / HITs / HPUs



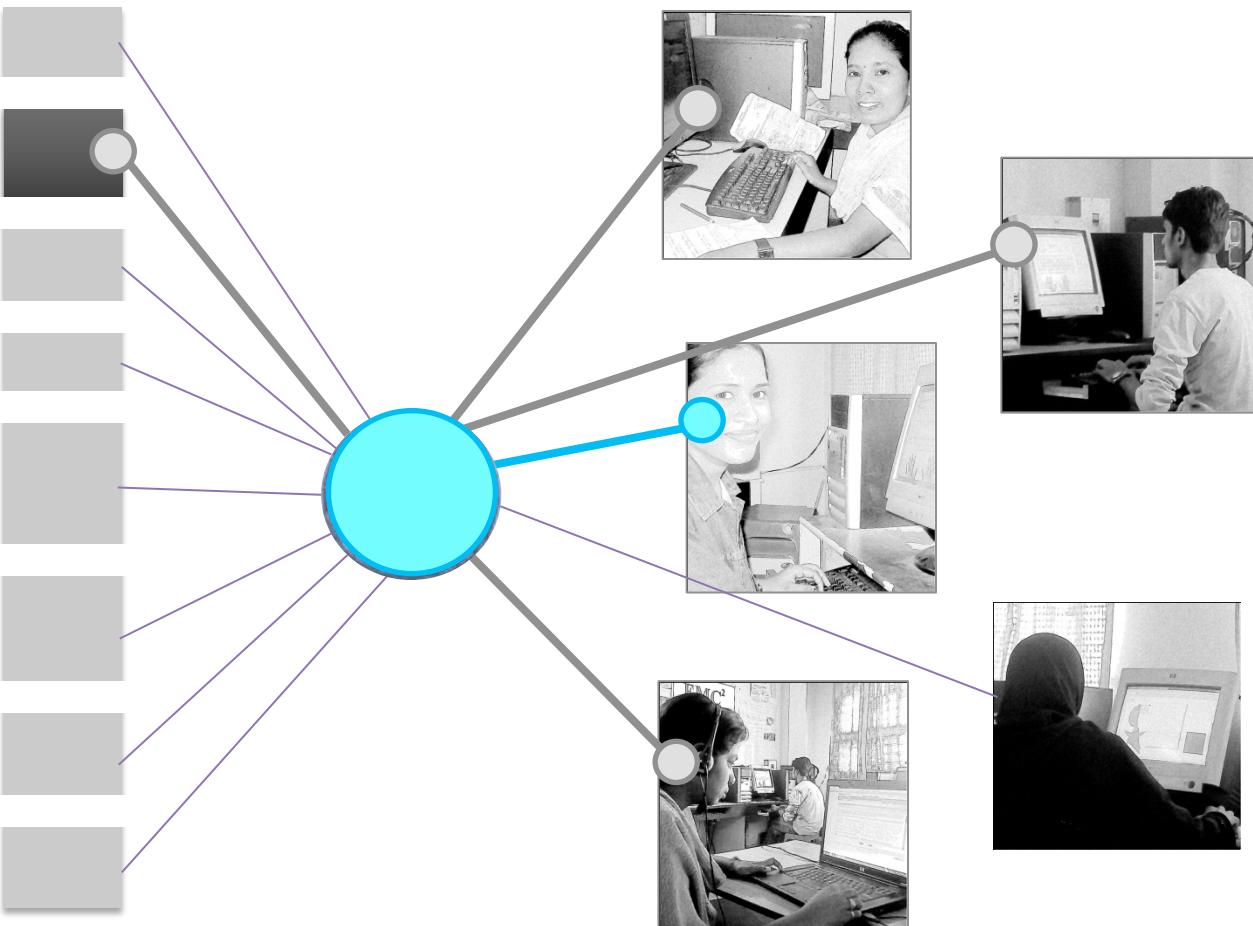


Micro-Task Model

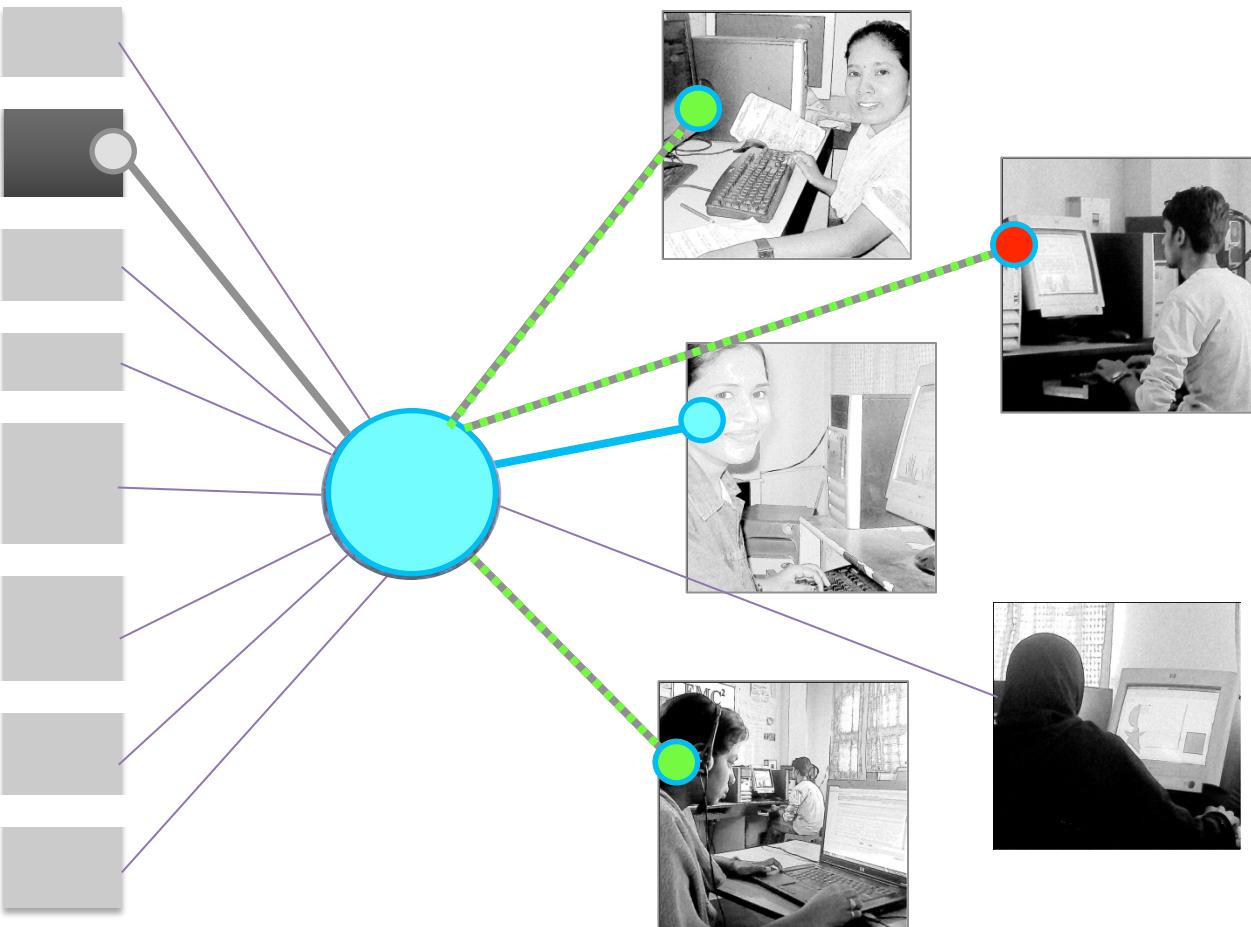


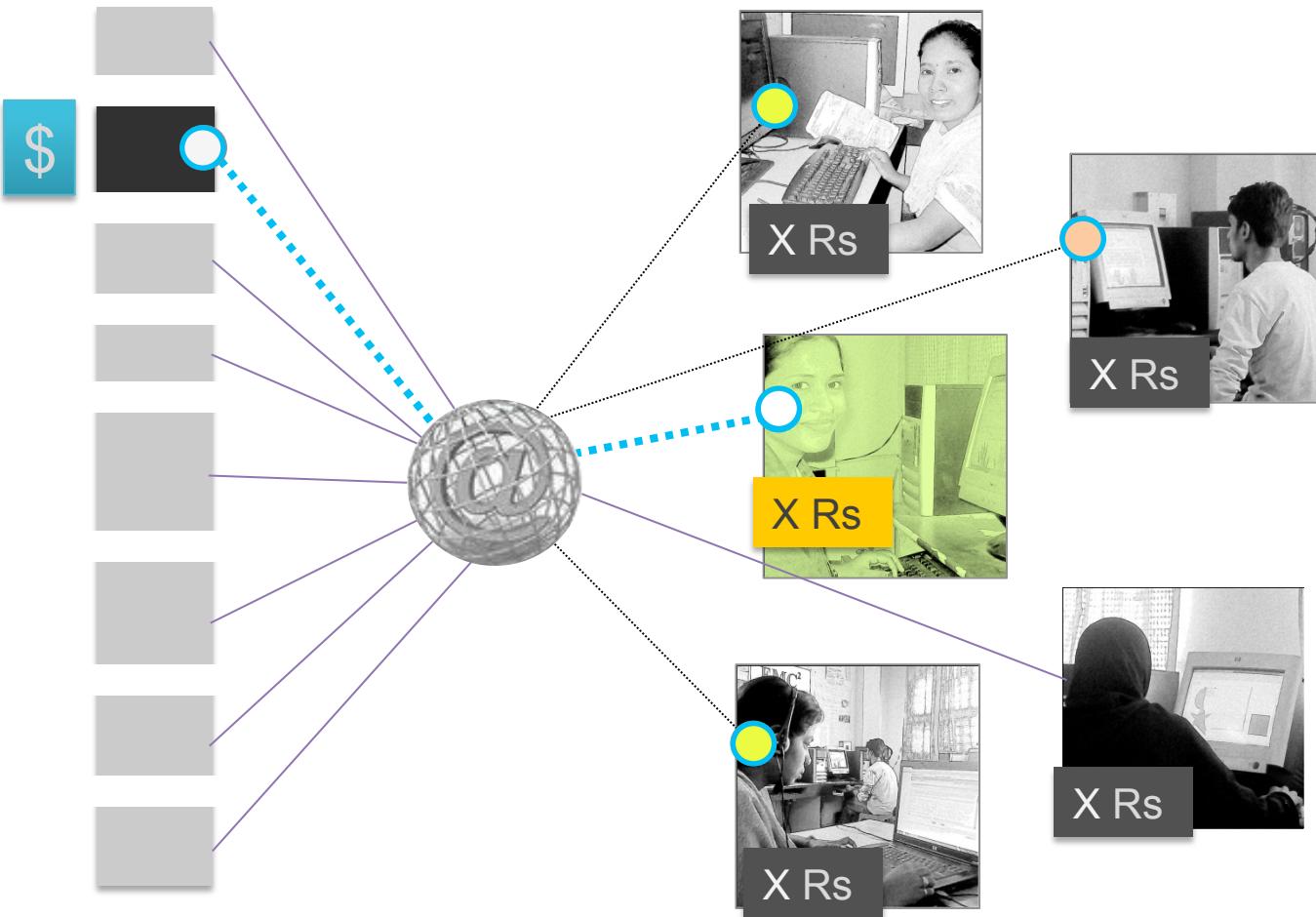


Micro-Task Model



Micro-Task Model





Earn

Access

Availability

Arbitration

Your Account HITs Qualifications

Introduction | Dashboard | Status | Account Settings

Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient.

59,241 HITs available. [View them now.](#)

Make Money by working on HITs

HITs - *Human Intelligence Tasks* - are individual tasks that you work on. [Find HITs now.](#)

As a Mechanical Turk Worker you:

- Can work from home
- Choose your own work hours
- Get paid for doing good work

Find an interesting task **Work** **Earn money**

Find HITs Now

or [learn more about being a Worker](#)

Get Results from Mechanical Turk Workers

Ask workers to complete HITs - *Human Intelligence Tasks* - and get results using Mechanical Turk. [Register Now](#)

As a Mechanical Turk Requester you:

- Have access to a global, on-demand, 24 x 7 workforce
- Get thousands of HITs completed in minutes
- Pay only when you're satisfied with the results

Fund your account **Load your tasks** **Get results**

Get Started

txteagle
Empowering the largest knowledge workforce on Earth.

ABOUT SERVICES PARTNERS CONTACT



There are over 2 billion literate, mobile phone subscribers in the developing world, many living on less than \$5 a day.

Corporations pay people to accomplish billions of image, audio and text-based tasks.

txteagle enables these tasks to be completed via the mobile phone by people around the globe.

For clients:

txteagle connects corporate clients to the world's largest knowledge labor market: the 2+ billion literate mobile phone users distributed throughout the developing world.

For users:

txteagle enables mobile phone subscribers around the world to earn small amounts of money or airtime in exchange for work.

For service providers:

txteagle provides its mobile operator partners with a unique value proposition, giving their subscribers the ability to do work and earn money.

"txteagle is changing the dynamics of outsourcing labour." BBC.

© 2010 txteagle Inc.

samasource

about services iphone gifts contribute workers press blog

connecting women, youth and refugees to life-changing work via the internet



supporters, [learn more](#) about the Samasource mission. Spread the word online, and send [digital gifts](#) to everyone you know. Your [donations](#) and [volunteer time](#) have helped generate \$400,000 of income for 550 workers.

Mission 4636
from CrowdFlower

Mission 4636

We need your help translating Creole and French messages to English. [Join now](#) or [learn more](#).

Exclusive Valentine's Gifts

Created for Samasource by the notorious San Francisco artist and muralist [Sirron Norris](#) and personalized by Samasource workers. [Send them to friends and lovers!](#)


 Catherine Mutune
created this card in Nairobi, Kenya
[Visit Profile](#)

Volunteer for Haiti

Mission 4636: A free phone number (4636) was established to meet the urgent needs of the Haitian people through SMS messaging. We need your help translating Creole and French messages to English. [Join now](#) or [learn more](#).

Featured Workers (Daproim)



Stephen Kirimi Kihato

Selected Press

"Samasource is challenging the dominant perspective," Michael Maltese said, "which is that poor people...are to be seen as recipients of aid. But the approach that Samasource and other

 CNET.com

The screenshot shows the humangrid website interface. At the top, there is a navigation bar with links for Home, Services, About Us, and Login Workplace. A German flag icon is also present. The main content area features a large diagram illustrating a six-step process: 1. Order (Customer), 2. Payment (€), 3. Processing (represented by three interlocking gears), 4. Selection (Clickworker), 5. Delivery, and 6. Quality Management (represented by a group of people). Below this diagram is a section titled "humangrid marketplace" with the tagline "Let humangrid do the work for you. You're just a click away!" and a yellow "OFFER A JOB" button. To the right, there is a box titled "Become a Clickworker" with text encouraging people to make money with intelligence from their own desk. It also lists requirements for clickworkers and provides a "REGISTER NOW" button. Further down, there is a "twitter" follow us section with a recent tweet about new projects and a link to the workplace page.

humangrid

Home Services About Us Login Workplace

Customer

€

Order

Processing

Selection

Clickworker

Delivery

Quality Management

humangrid

humangrid marketplace

Let humangrid do the work for you.
You're just a click away!

OFFER A JOB

Text Create

You quickly need a few hundred or a few thousand texts for your website? City descriptions? Product descriptions? humangrid generates your individual texts quickly, in high quality, plagiarism- and spellchecked and proofread at very attractive conditions.

Information and further details here.

Become a Clickworker

Make money with intelligence.
From the comfort of your own desk!

We are always looking for new clickworkers who are looking for a freelance job they can pursue in a totally flexible way.

The humangrid team needs people that like to create and correct texts, translate, tag photos and videos, categorize products, search the Internet, collect data and more...

Join us now – we look forward to hearing from you!

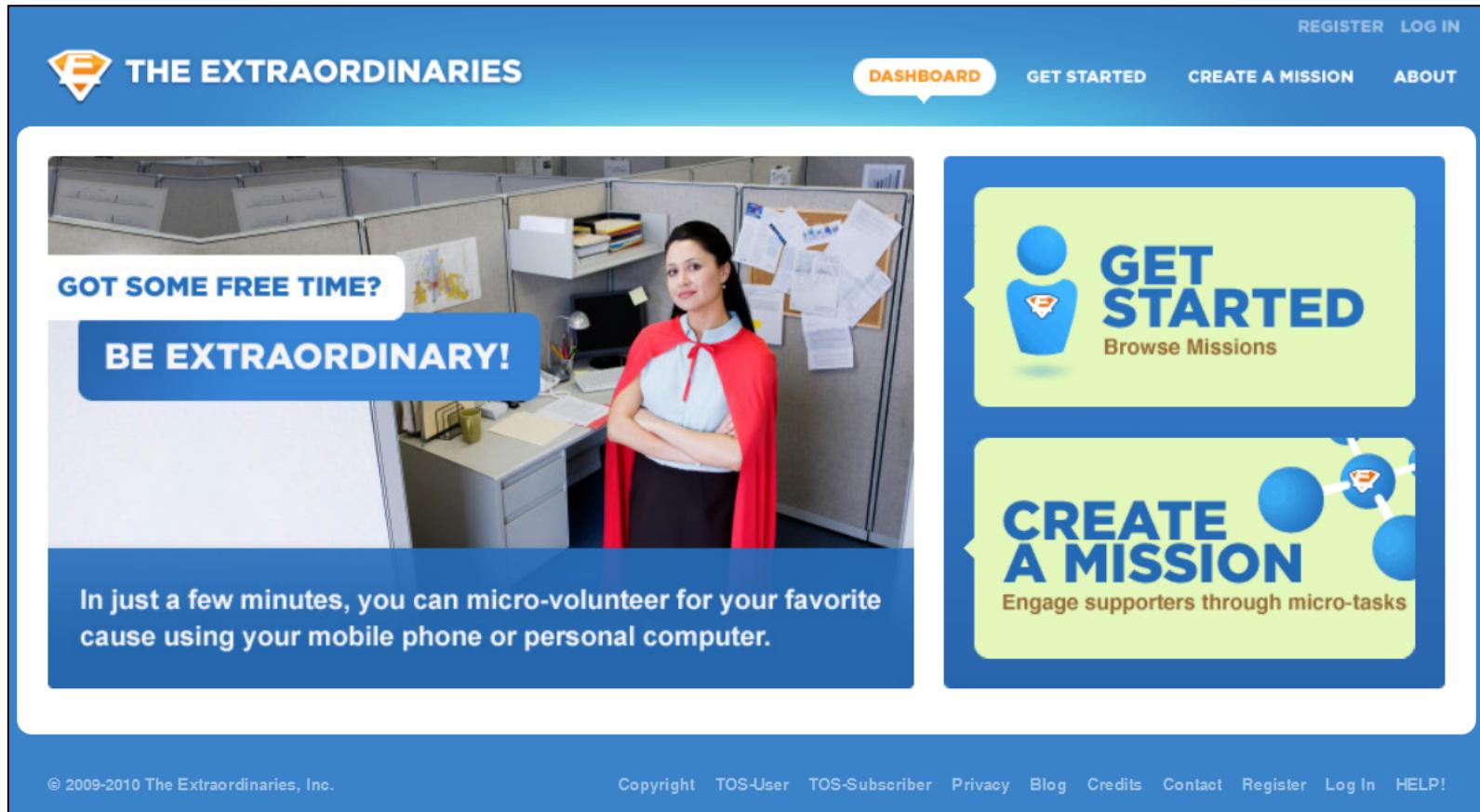
Information and further details here.

REGISTER NOW

twitter follow us

Zahlreiche neue Projekte im humangrid! Texterstellung, Übersetzungen, und mehr...
<https://workplace.humangrid.de/>
2 days ago

Clickworker Artikel vdi
<http://bit.ly/8s3RsG>
2010-01-13



The screenshot shows the homepage of The Extraordinaries website. At the top, there is a navigation bar with links for 'REGISTER' and 'LOG IN'. Below the navigation bar, the 'THE EXTRAORDINARIES' logo is displayed, featuring a stylized 'E' icon. The main content area features a photograph of a woman in a red superhero cape standing in an office cubicle. Two speech bubbles are overlaid on the image: one on the left saying 'GOT SOME FREE TIME?' and one on the right saying 'BE EXTRAORDINARY!'. Below the image, a blue box contains the text: 'In just a few minutes, you can micro-volunteer for your favorite cause using your mobile phone or personal computer.' To the right of the main image, there are two large, rounded rectangular buttons. The top button is blue and contains the text 'GET STARTED' in large blue letters, with 'Browse Missions' in smaller text below it. The bottom button is yellow and contains the text 'CREATE A MISSION' in large blue letters, with 'Engage supporters through micro-tasks' in smaller text below it. The bottom of the page includes a footer with links for 'Copyright', 'TOS-User', 'TOS-Subscriber', 'Privacy', 'Blog', 'Credits', 'Contact', 'Register', 'Log In', and 'HELP!'. It also includes a copyright notice: '© 2009-2010 The Extraordinaries, Inc.'

to create and correct texts, translate, tag photos and videos, categorize products, search the Internet, collect data and more...



Profession:

Support Staff, Unemployed, Driver, Housekeeping

Education:

Schooling, Read/Write local language

Income:

Up to 8000 pm

Digital Literacy:

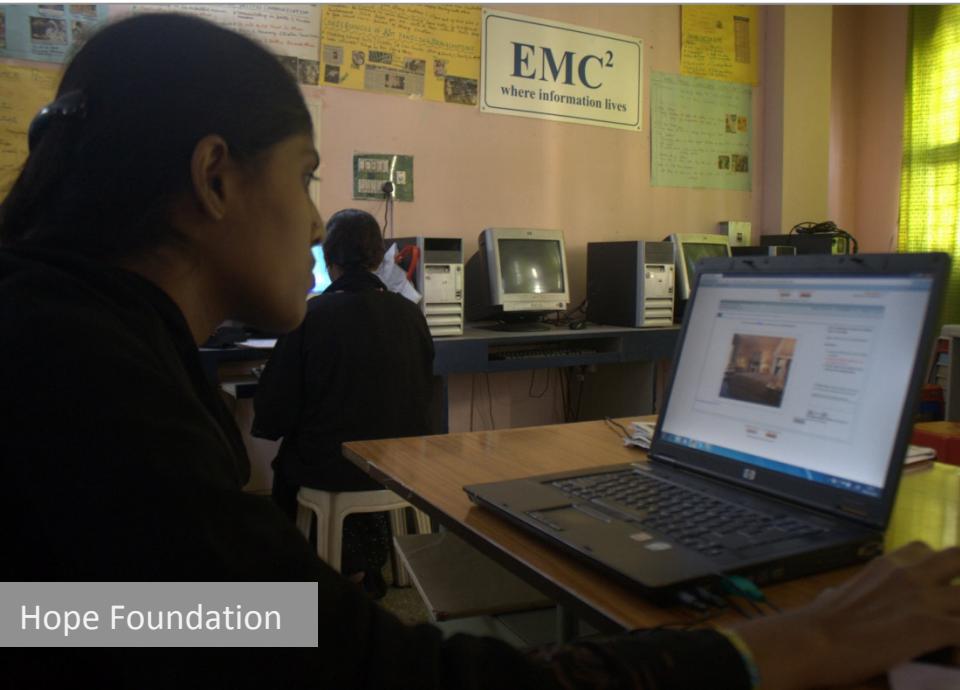
Some basic course in computers/
peer to peer learning

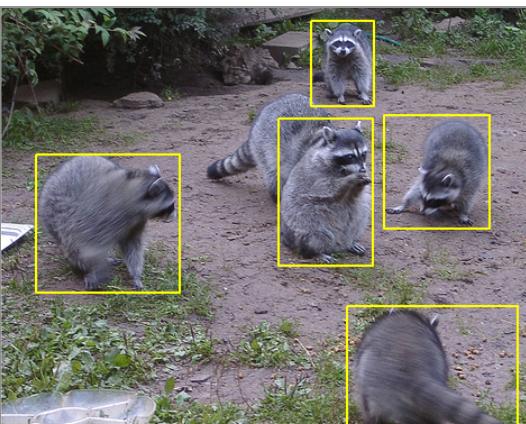
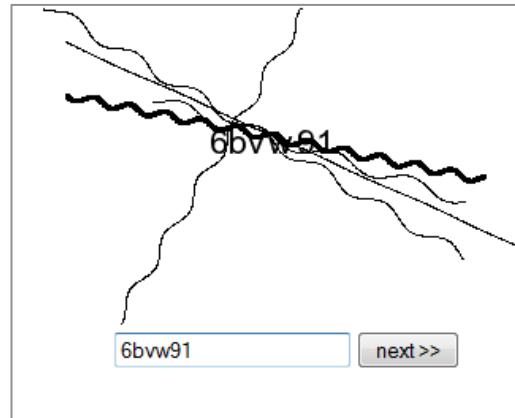
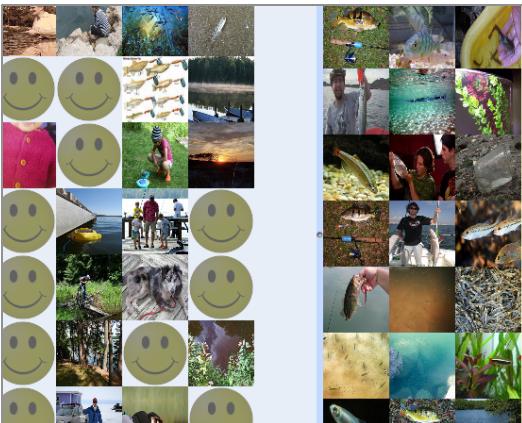
Resources:

Access to PC with internet

Time Available:

Off duty hours





Google

zions bank ad 186,000 results

zions bank loc 178,000 results

zions bank utah 39,800 results

zions bank careers 35,100 results

zions bank stock 3,540 results

zions bank routing number 12,500 results

zions bank foreclosures 20,500 results

zions bank customer service 13,600 results

zions bank stock price 53,000 results

zions bank mortgage 67,800 results

zions bank online banking [close](#)

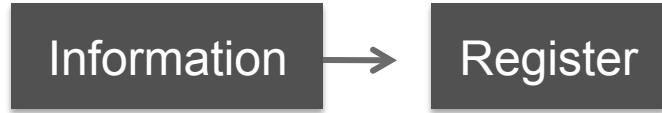
[More results](#) <http://www.zionsbank.com/>

Zions Bancorporation - Wikipedia, the free encyclopedia
Jump to [Brigham Young](#). At the time of the bank's formation, the 50 largest banks / ba holding companies in the United States at December 31, ...
en.wikipedia.org/wiki/Zions_Bancorporation - [Cached](#) - [Similar](#)

Zions Bank at [Budnaf](#)

Information

Micro-Tasks?



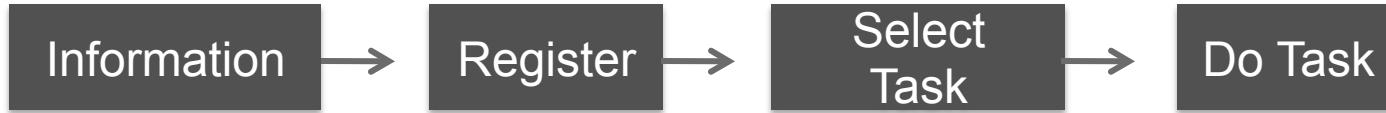
Able to create account

Skills



Task Information?

| | |
|--|---|
| Rewrite, and answer a cooking related question | View a HIT in this group |
| Requester: Mturk Foodista | HIT Expiration Date: Feb 22, 2010 (1 week 5 days) |
| | Time Allotted: 30 minutes |
| | Reward: \$0.05 |
| | HITs Available: 13335 |
| Find contact info from a food blog post | View a HIT in this group |
| Requester: Mturk Foodista | HIT Expiration Date: Feb 19, 2010 (1 week 1 day) |
| | Time Allotted: 60 minutes |
| | Reward: \$0.05 |
| | HITs Available: 2636 |
| Korean to English Translation | View a HIT in this group |
| Requester: WikiTrans | HIT Expiration Date: Feb 17, 2010 (6 days 21 hours) |
| | Time Allotted: 24 hours |
| | Reward: \$1.00 |
| | HITs Available: 1560 |



Instructions

READ INSTRUCTIONS COMPLETELY! SCROLL TO THE END!

Accurately trace an outline of the **main person** in the **right image**.

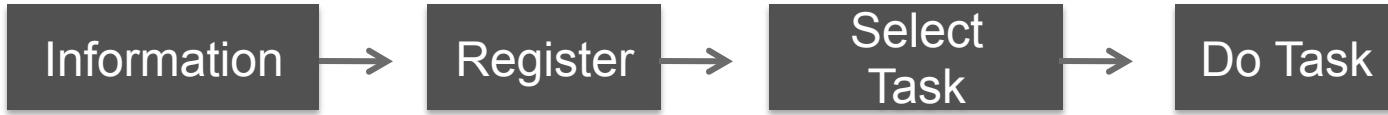
Instructions

1. What you see: The left image is the whole photo, the right image is an enlarged version of the red box.
2. In the **right image**, outline the **person that the red box belongs to**. **Outline ONLY ONE person**.
3. Click on the **personOutline** button to the right of the photo to start an outline.
4. **Trace the outline** of the person by clicking points on the edge of the person (between the person and the rest of the environment).
5. To finish one outline, click on the small dot where you started.
6. Once all parts of the person have been outlined, click **submit** to complete the HIT.

How to draw an outline

What you see: The original image with a box around Bob (left), and an enlarged version of the box (right)





Training

IMPORTANT: Read the [instructions!!](#)



Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!

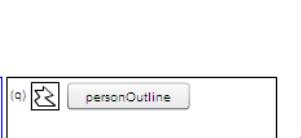
Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!

Please click "Accept HIT" on the web page before doing any work!



(a)  personOutline

[Open help chat in a new window](#)

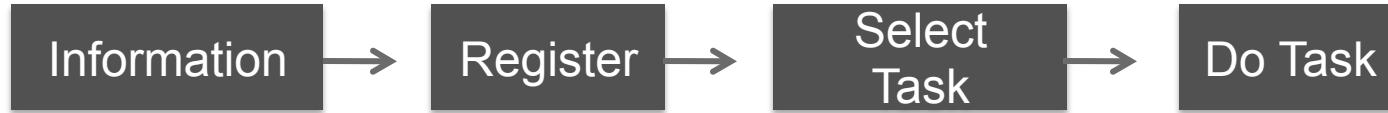
PersonOutlineOnly: clarifications:(
Global conversation - [Learn more](#)

 [Sign In](#)
with Google Connect

RE gopinath: please use this board only for questions related to the HIT RE Michael: The payout rat... [More »](#)
[Ethan](#) 12/5 

 GOpinath are you coming from tamilnadu...
[ThiLaStars](#) 12/5 

 it would be better if the work is



Mental Model

Wal-Mart(ATM)

800 S Clearview Pky
UNINC JEFFERSON PARISH,
LOUISIANA
70123

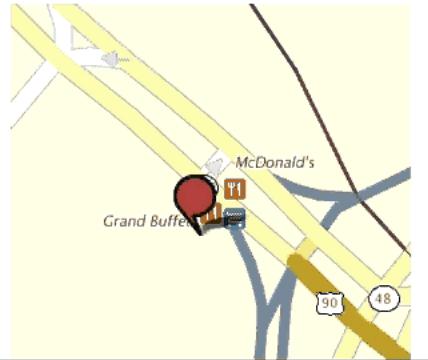
Phone: No data available

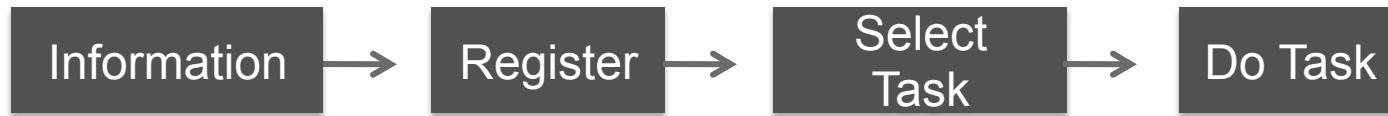
Try searching on [Bing](#) or [Yahoo](#). You will probably need to alter the search by adding other keywords or location information like the phone number, you can also try using other search engines.

Thank you for paying close attention to detail.

Finished with this HIT? Let someone else do it?

[Submit HIT](#) [Return HIT](#)



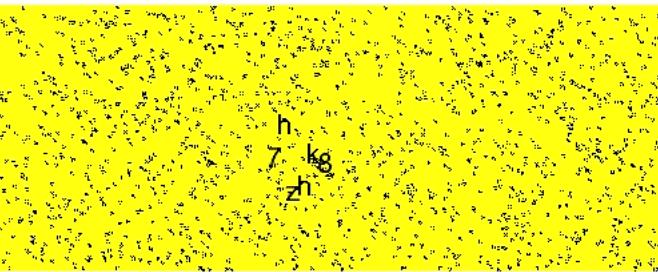


Method

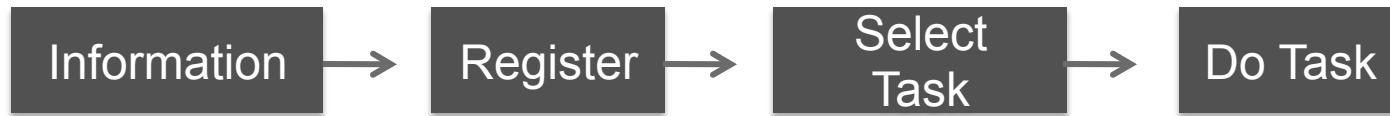
Do 20 image captcha - (99.9% acceptance rate, 2mn task) - we give a 5\$ bonus every day.

Requester: Elie Burszttein Reward: \$0.10 per HIT HITs Available: 32 Duration: 2 hours

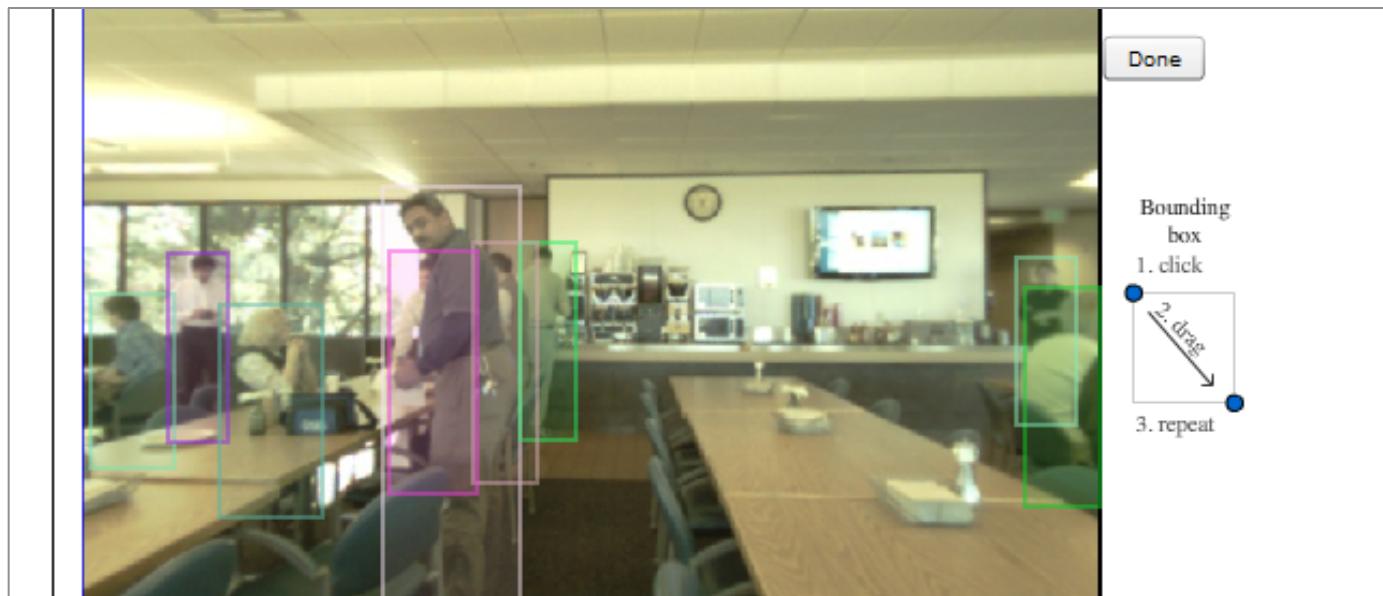
Qualifications Required: None

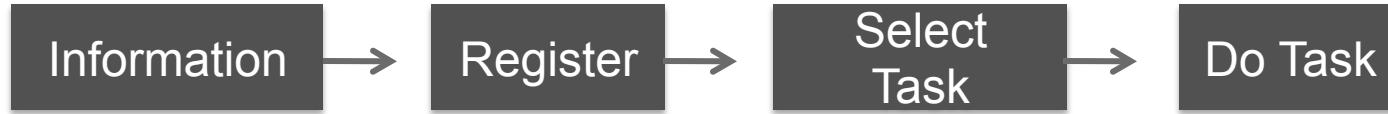


7h k8 | next >>



Human Intelligence





Cultural Context



Please write down objects that you have seen in the image as many as possible (separate by comma):



Results

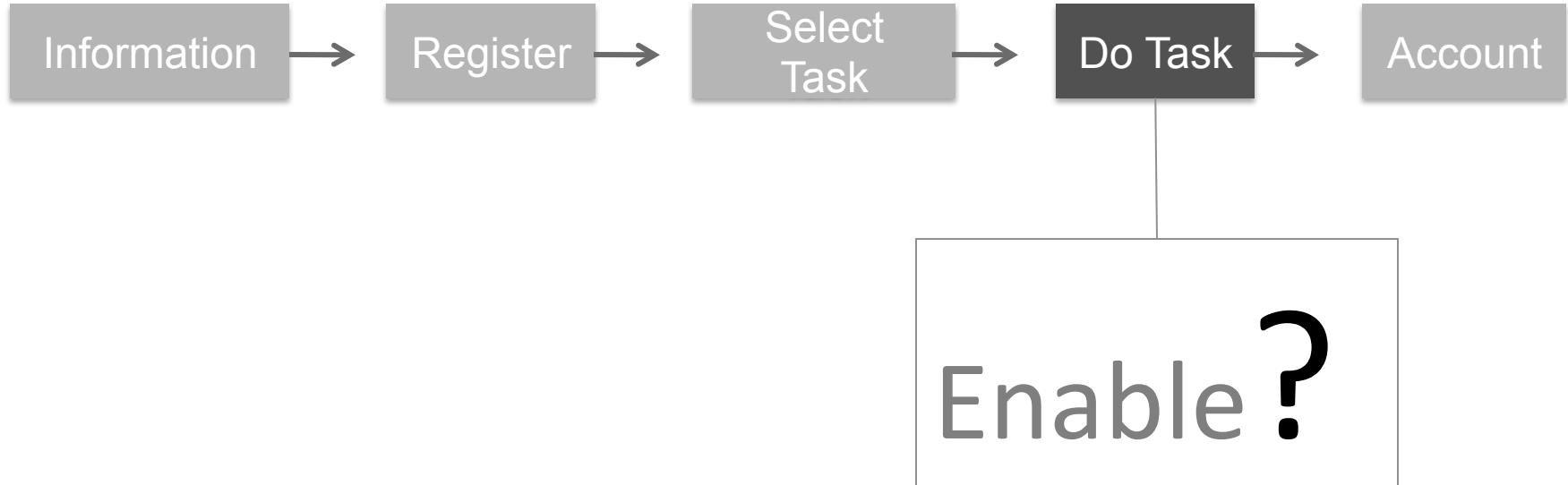
The screenshot shows the Amazon Mechanical Turk (AMT) interface. At the top, there are navigation links: 'Your Account', 'HITS' (which is highlighted in blue), and 'Qualifications'. To the right, it displays '210,359 HITs available now'. On the far right, there are links for 'user', 'Account Settings', 'Sign Out', and 'Help'.

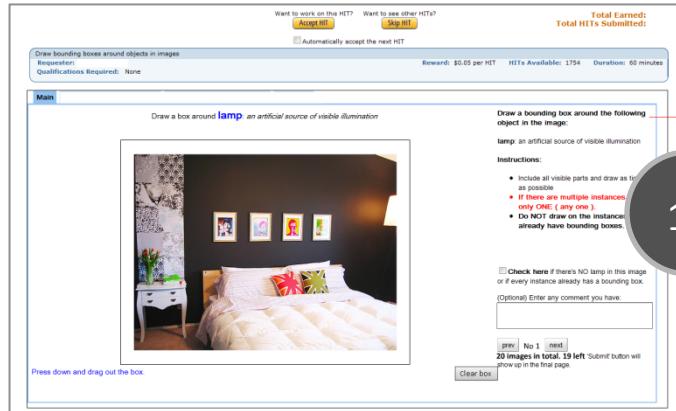
Below the navigation, there are search and filter options: 'Search for HITs containing' with a dropdown menu, and filters for 'that pay at least \$ 0.00' and 'for which you are qualified'. A 'GO' button is next to the filters. A timer at the top left shows '00:00:00 of 2 hours'. In the center, there are buttons for 'Want to work on this HIT?' and 'Want to see other HITs?'. Below these, a 'Skip HIT' button is visible.

On the right side, there are summary statistics: 'Total Earned: \$0.43' and 'Total HITs Submitted: 14'.

A prominent green box at the bottom left contains the message: 'Your results have been submitted to Elie Bursztein and will be approved or rejected shortly. You can work on this new HIT by clicking the "Accept HIT" button.'

At the very bottom, there is a summary of the task: 'Do 20 image captcha - (99.9% acceptance rate, 2mn task) - we give a 5\$ bonus every day.' It also lists the requester as 'Elie Bursztein', the reward as '\$0.10 per HIT', the number of HITs available as '32', and the duration as '2 hours'. Qualifications required are listed as 'None'.





10

Introduction

Screen Capture

Analysis

Want to work on this HIT? Want to see other HITs?

Automatically accept the next HIT

Total Earned:
Total HITs Submitted:

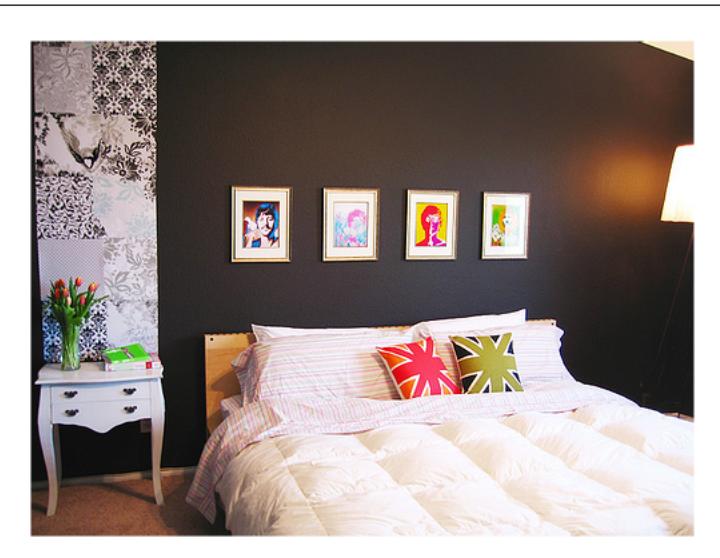
Draw bounding boxes around objects in images

Requester:
Qualifications Required: None

Reward: \$0.05 per HIT HITs Available: 1754 Duration: 60 minutes

Main

Draw a box around **lamp**: *an artificial source of visible illumination*



Draw a bounding box around the following object in the image:

lamp: *an artificial source of visible illumination*

Instructions:

- Include all visible parts and draw as tightly as possible
- If there are multiple instances, pick only ONE (any one).
- Do NOT draw on the instances that already have bounding boxes.

Check here if there's NO lamp in this image or if every instance already has a bounding box.

(Optional) Enter any comment you have:

prev No 1 next

20 images in total. 19 left 'Submit' button will show up in the final page.

Clear box

amazon mechanical turk beta Artificial Artificial Intelligence

Your Account HITs Qualifications 136,548 HITs available now

All HITs | HITs Available To You | HITs Assigned To You

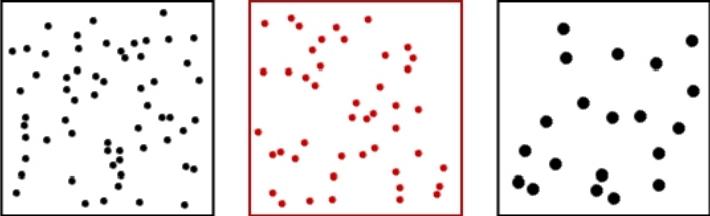
Search for HITs containing that pay at least \$ 0.00 for which you are qualified **GO**

Timer: 00:00:00 of 5 minutes **Total Earned:** \$0.31 **Total HITs Submitted:** 26

Which type of box contains more dots per box, on average?
Requester: Alvarez Lab **Reward:** \$0.05 per HIT **HITs Available:** 2 **Duration:** 5 minutes
Qualifications Required: HIT approval rate (%) is not less than 95

Instructions: In each picture below, you will see one **red** box and two **black** boxes, filled with dots. On average, which type of box contains more dots per box, red or black? Do NOT count the dots, or use a calculator or any explicit mathematics or arithmetic. Look at the picture and estimate. It is important that you do NOT report the type of box that has more dots in total, because together, the two black boxes *always* have more dots than the one red box! Instead, report the color with more dots per box.

By answering the following questions, you are participating in a study being performed by cognitive scientists at Harvard, in the Department of Psychology. If you have questions about this research, please contact Jordan Suchow at suchow@fas.harvard.edu. Your participation in this research is voluntary. You may decline to answer any or all of the following questions. You may decline further participation, at any time, without adverse consequences. Your anonymity is assured; the researchers who have requested your participation will not receive any personal information about you.



On average, which type of box has more dots per box, red or black?

The **RED** box has a GREATER number of dots than the average black box. The **BLACK** boxes have a GREATER number of dots per box than the red box.

Want to work on this HIT? Want to see other HITs?

Accept HIT **Skip HIT**

Report this HIT: [violates the Amazon Mechanical Turk policies](#) or [broken](#) ([Why?](#))

[FAQ](#) | [Contact Us](#) | [Careers at Amazon](#) | [Developers](#) | [Press](#) | [Policies](#)
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An  Amazon.com company

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

0.00

Average

0.00

Median

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

0.00

Average

0.00

Median

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

0.00

Average

0.00

0.00

Median

0.00

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

Kannada
Video
Instructions

0.00

Average

0.00

0.00

Median

0.00

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

Kannada
Video
Instructions

0.00

Average

0.00

6.40

0.00

Median

0.00

7.00

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

Kannada
Video
Instructions

New
Interface
Kannada Text
Instructions

0.00

Average

0.00

6.40

0.00

Median

0.00

7.00

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

Kannada
Video
Instructions

New
Interface
Kannada Text
Instructions

0.00

Average

0.00

6.40

13.00

0.00

Median

0.00

7.00

14.50

Max Answers: 20

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
English

Original
Interface
Kannada

Kannada
Video
Instructions

New
Interface
Kannada Text
Instructions

New
Interface
Kannada
Video
Instructions

0.00

Average

0.00

6.40

13.00

0.00

Median

0.00

7.00

14.50

Max Answers: 20

Interventions

Tests

Draw Bounding Box | 30 Minutes | \$ 0.05

Original
Interface
EnglishOriginal
Interface
KannadaKannada
Video
InstructionsNew
Interface
Kannada Text
InstructionsNew
Interface
Kannada
Video
Instructions

0.00

Average

0.00

6.40

13.00

15.00

0.00

Median

0.00

7.00

14.50

15.00

Max Answers: 20

Which type of box contain more dots ? | 5 Minutes | \$ 0.05

Original Interface

Original Interface
Kannada

Kannada
Video
Instructions

New
Interface
Kannada Text
Instructions

New
Interface
Kannada
Video
Instructions

1.30

Average

1.00

1.00

Median

0.50

2.67

3.00

2.90

3.00

2.60

3.00

Max Answers: 3

Draw Bounding Box | 30 Minutes | \$ 0.05

\$ Payment per hour: **0.483**

Rupee Payment per hour: **21.745**

Baseline Hour Income: **21.178**

Baseline Monthly Income: **3388.636** (Entire Group) **5964** (Employed Workers)

If spend 1 Hour a day, 30 Hours in a Month: **652.34**

Increment in Monthly Earnings: **19.25%** (Entire Group) **10.94%** (Employed Workers)

New
Interface
Kannada Text
Instructions

Which type of box contain more dots ? | 5 Minutes | \$ 0.05

\$ Payment per hour: **1.90**

Rupee Payment per hour: **85.63**

Baseline Hour Income: **21.178**

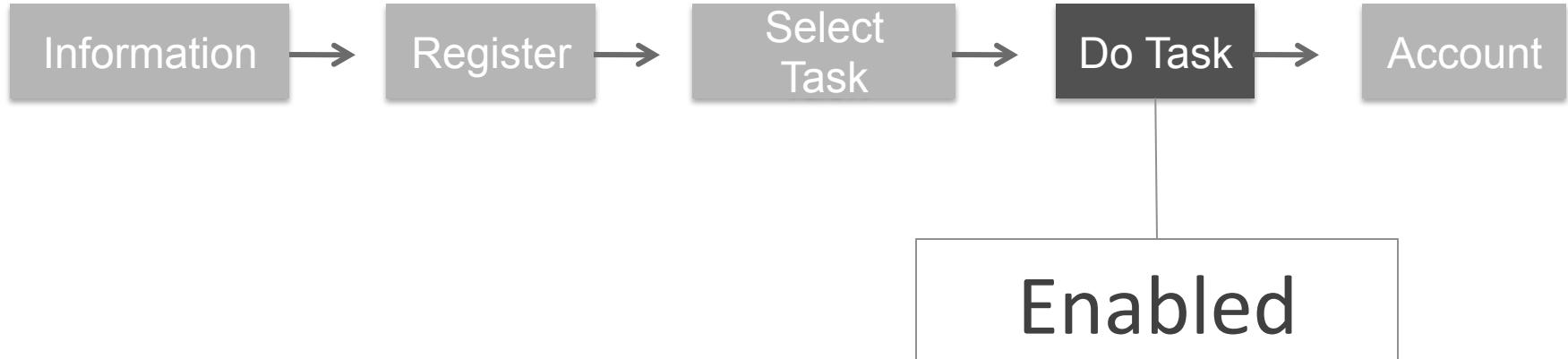
Baseline Monthly Income: **3388.636** (Entire Group) **5964** (Employed Workers)

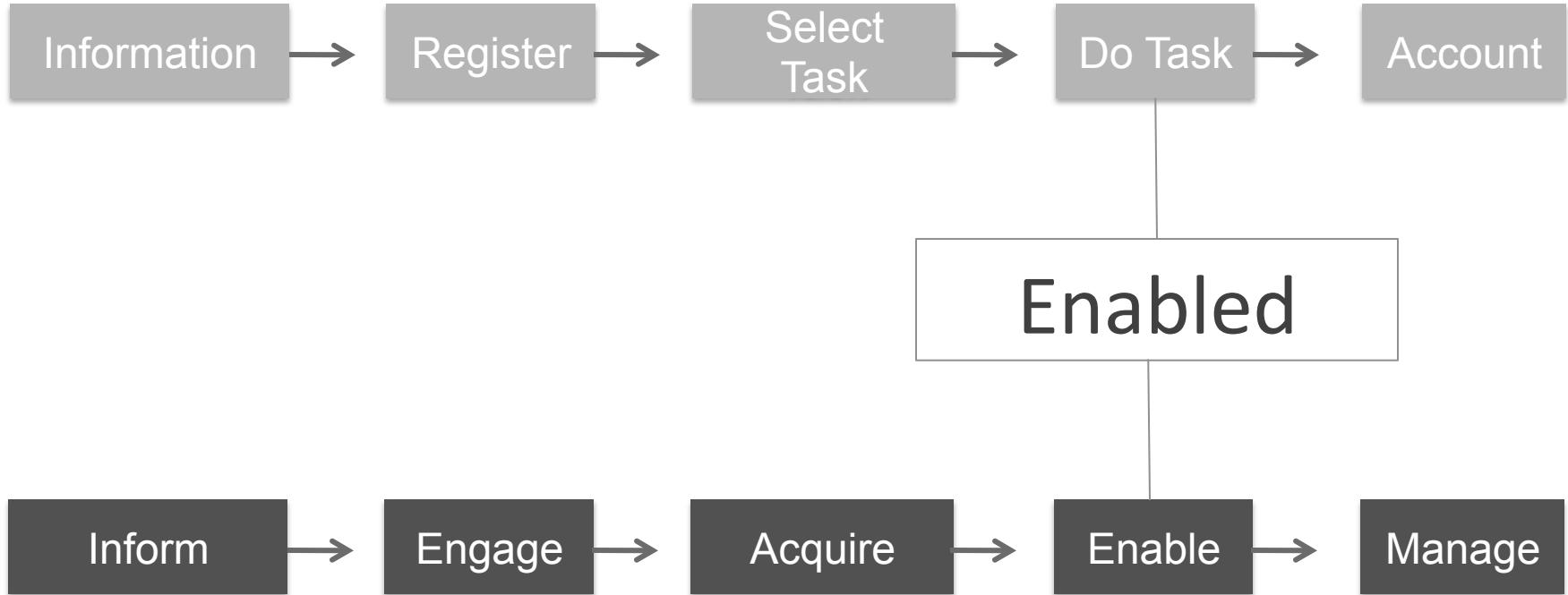
If spend 1 Hour a day, 30 Hours in a Month: **2568.842**

Increment in Monthly Earnings: **75.81%** (Entire Group) **43.07%** (Employed Workers)

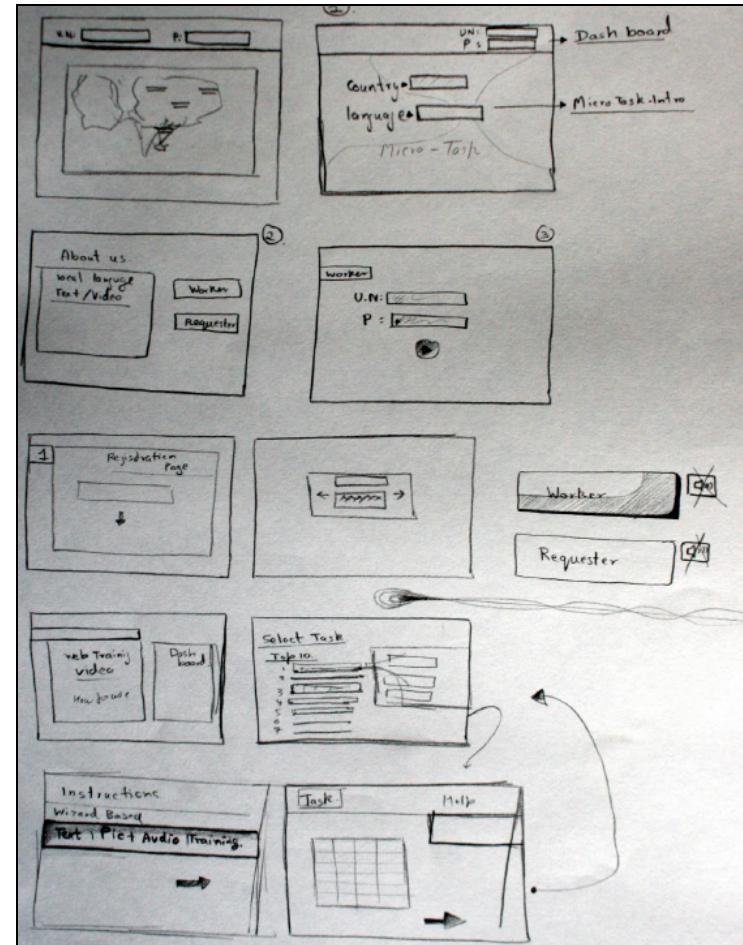
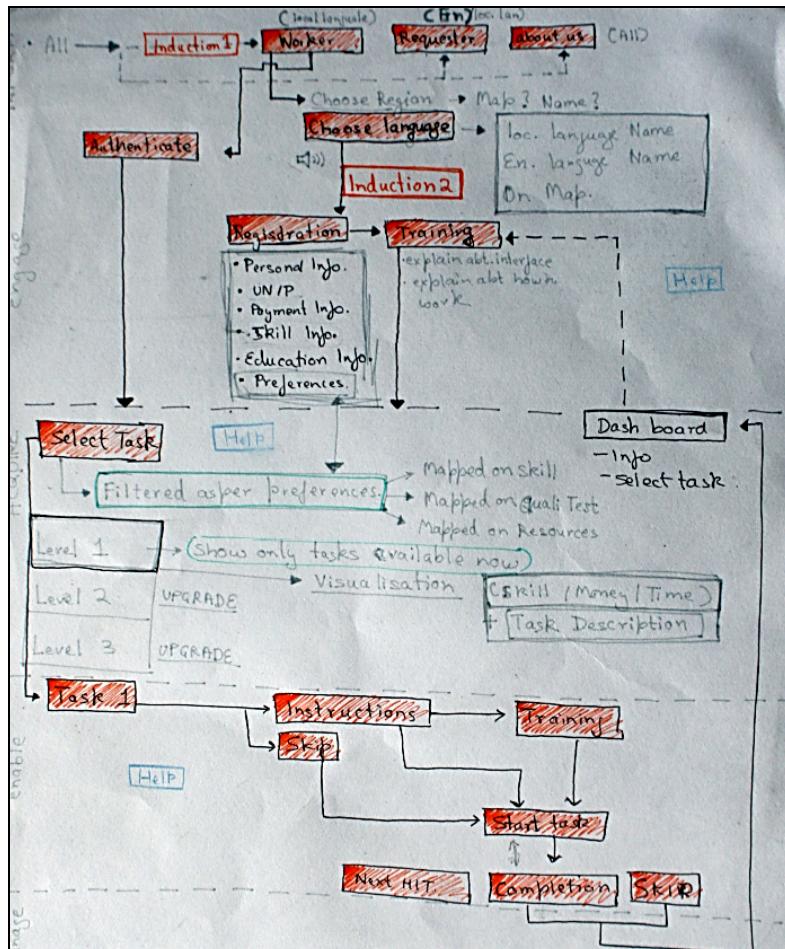
New
Interface
Kannada Text
Instructions

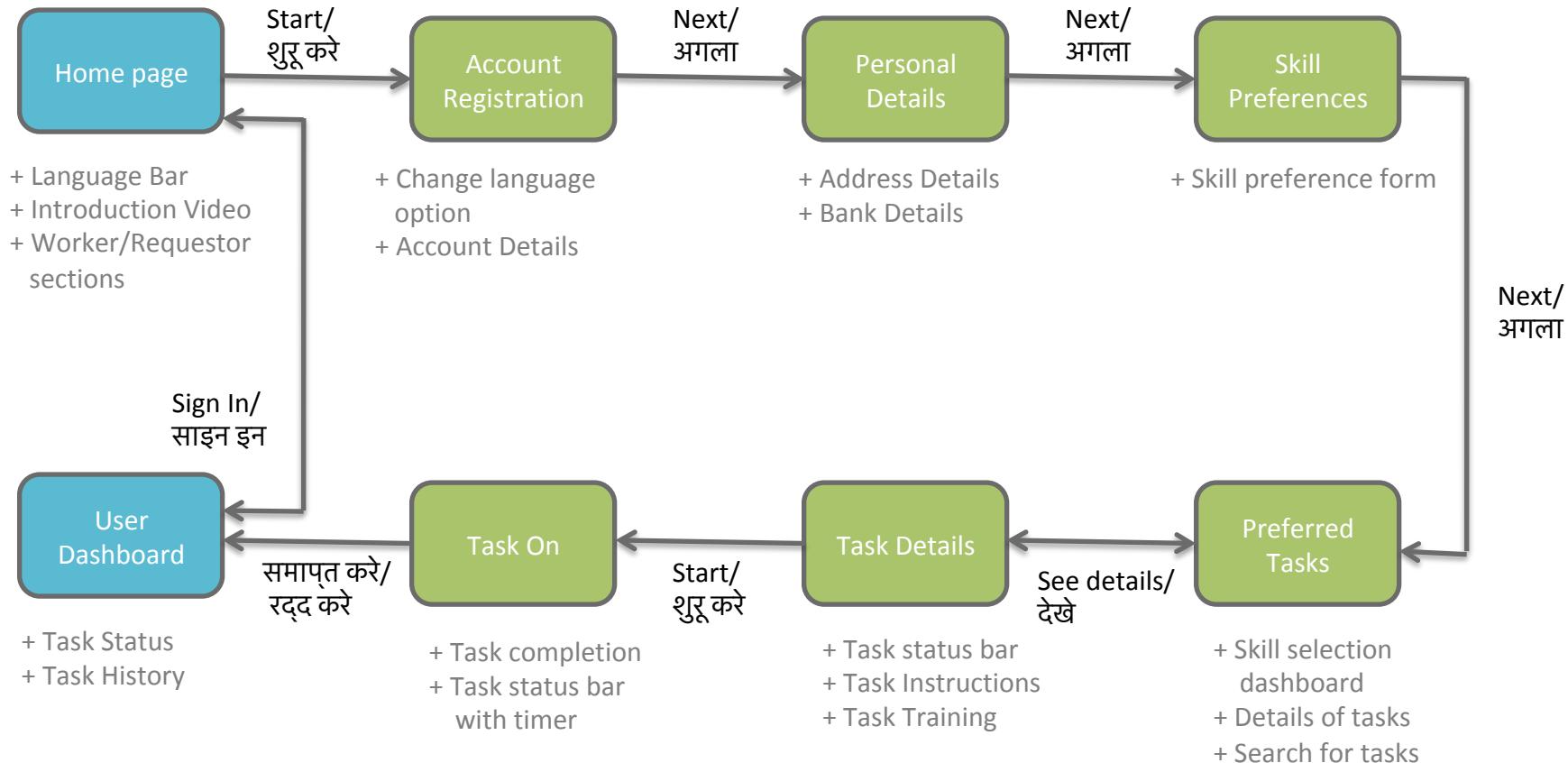
- There are tasks on Mturk that, if understood, people can complete and be paid for.
- Different types of tasks require different skills; some are more accessible than others (e.g., web search + typing too hard)
- But, the Mturk website as it is not usable (by low-income, 7-14 years of education)
- Language localization of website as-is does not help
- But, changing UI and simplifying / clarifying instructions does enable site to be usable and people to be paid
- Video instructions do not significantly improve task completion over improved UI+text
- Cultural context also influences ability to complete tasks (e.g., some kinds of Western lamps not recognized)





Design





microjob

1,2,3

Username
Password

Sign In

Country: A

Language: A

Next >

microjob

1,2,3

Username
Password

Sign In

1 Country: A

2 Language: A

3 Next >

Sitemap

Task Bazaar

1,2,3 OFF English 1,2,3 OFF

1

2

Worker

Requester

Widgets

Wireframe

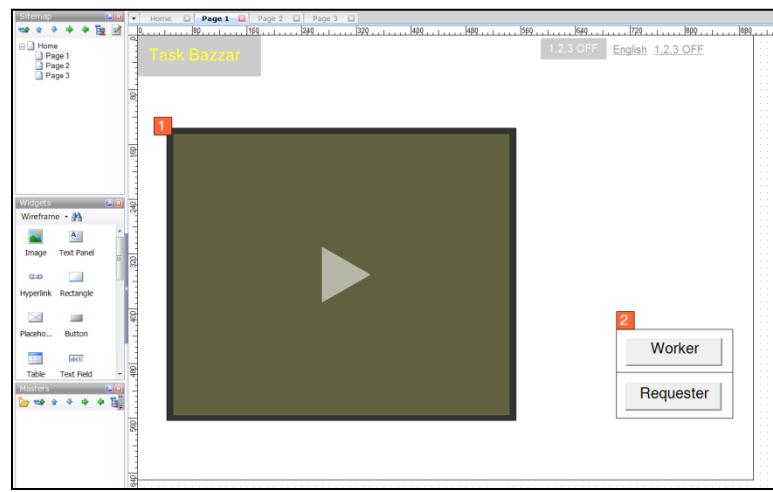
Image Text Panel

Hyperlink Rectangle

Placeholder Button

Table Text Field

Form



Inform 1

1,2,3

Username
Password

Sign In

New User Register

Worker

Requester

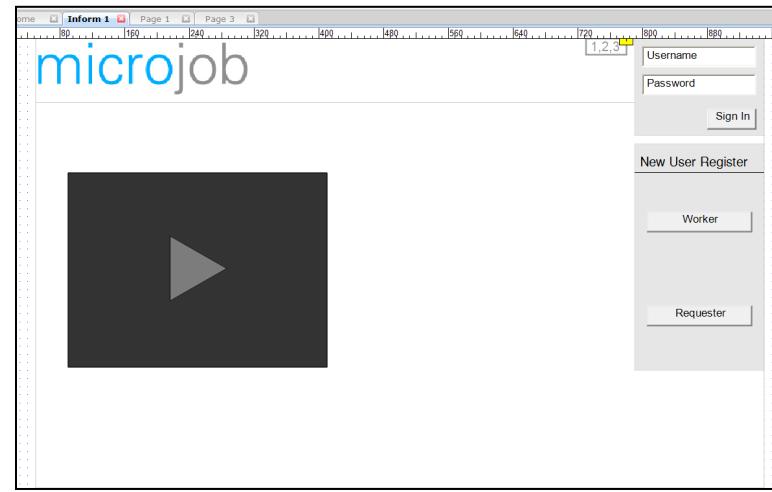
microjob

1,2,3

1

2

3



Design Prototype

Usability Evaluation

My Sincere Thanks to:

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