Exploring the use of crowdsourcing in evaluation

Claremont Graduate University

Lessons

Be strategic about what the crowd can do

Tweak wording across multiple trials

Dig deeper to identity specific groups within the crowd

How-To Tips

Pilot wording

Post more HITs than you need

Create clear, concrete tasks

Monitor HIT completion rate, increase pay as necessary

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Presentation	Presenters
Overview of research on crowdsourcing in evaluation	Miriam Jacobson
Using crowd-generated evaluative criteria	Elena Harman
Utilizing the crowd to provide credible evidence for evaluation	Lara Hilton
Engaging the crowd in analysis of qualitative survey responses	Cristina Whyte Miriam Jacobson
Accessing the crowd to study evaluation use and influence	Samantha Langan Sarah Mason
Chair & Discussant	Dr. Tarek Azzam

Website: sites.google.com/site/crowdsourcingandevaluation