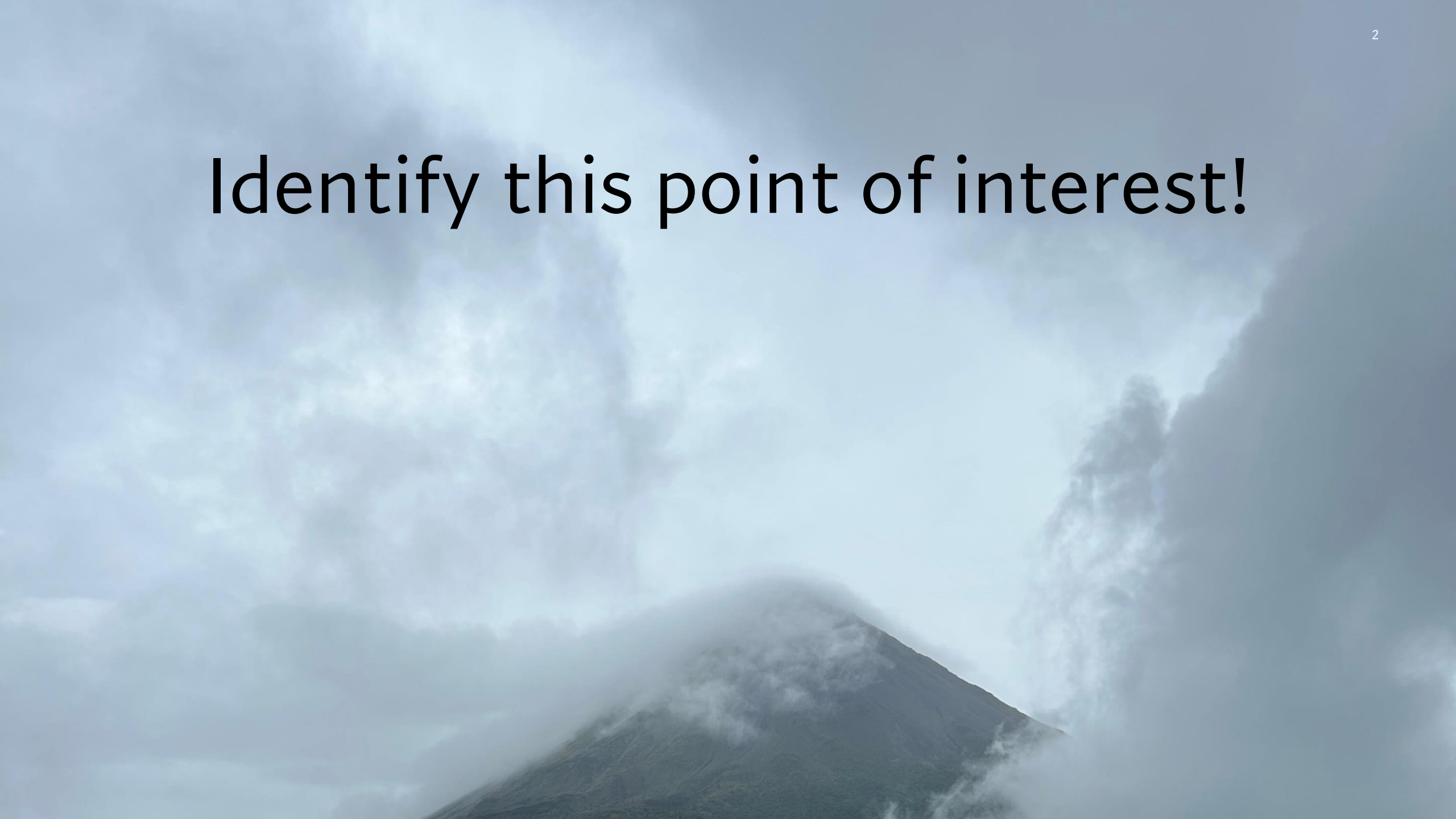


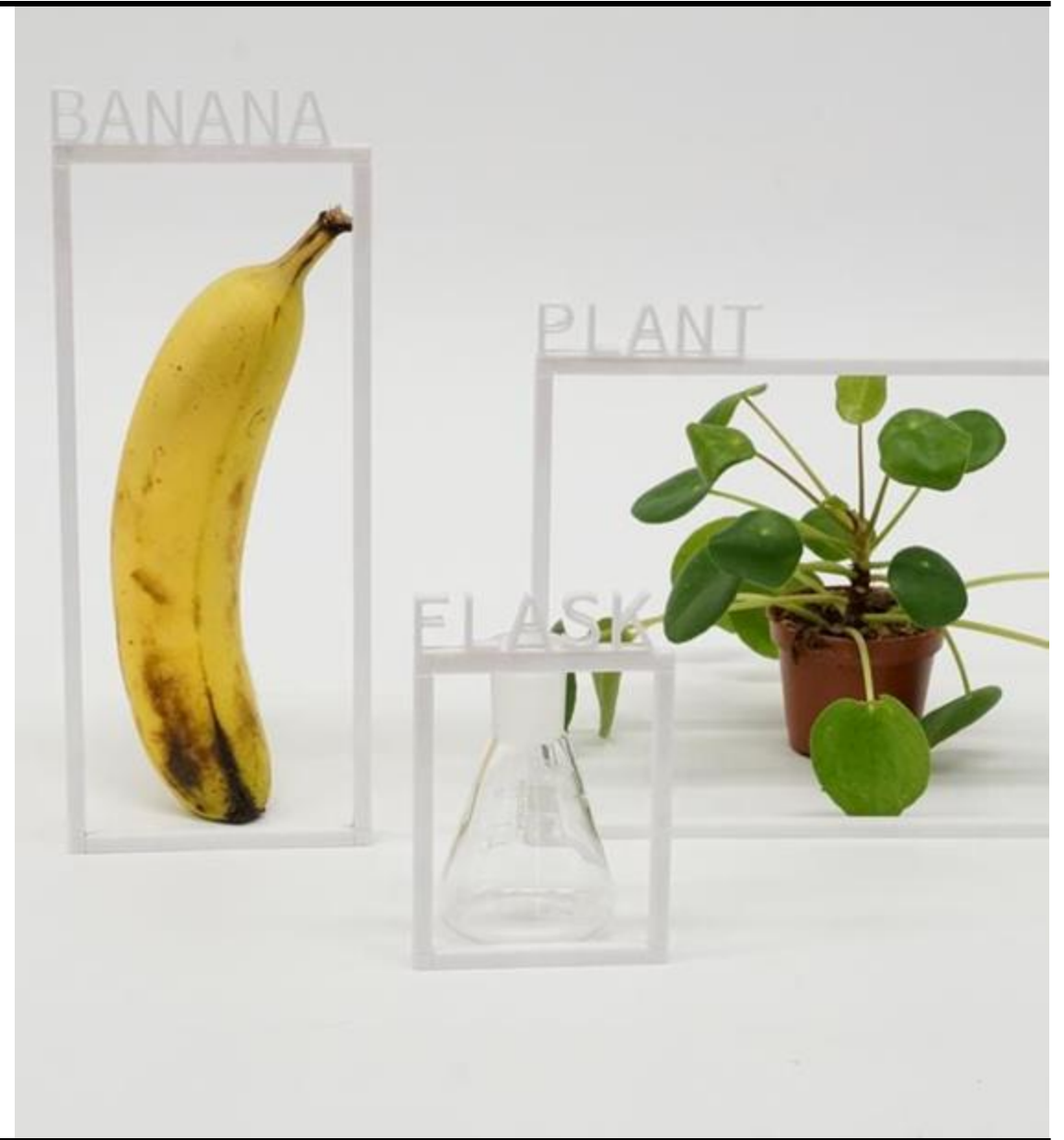
Draw a bounding box around this point of interest.



Identify this point of interest!

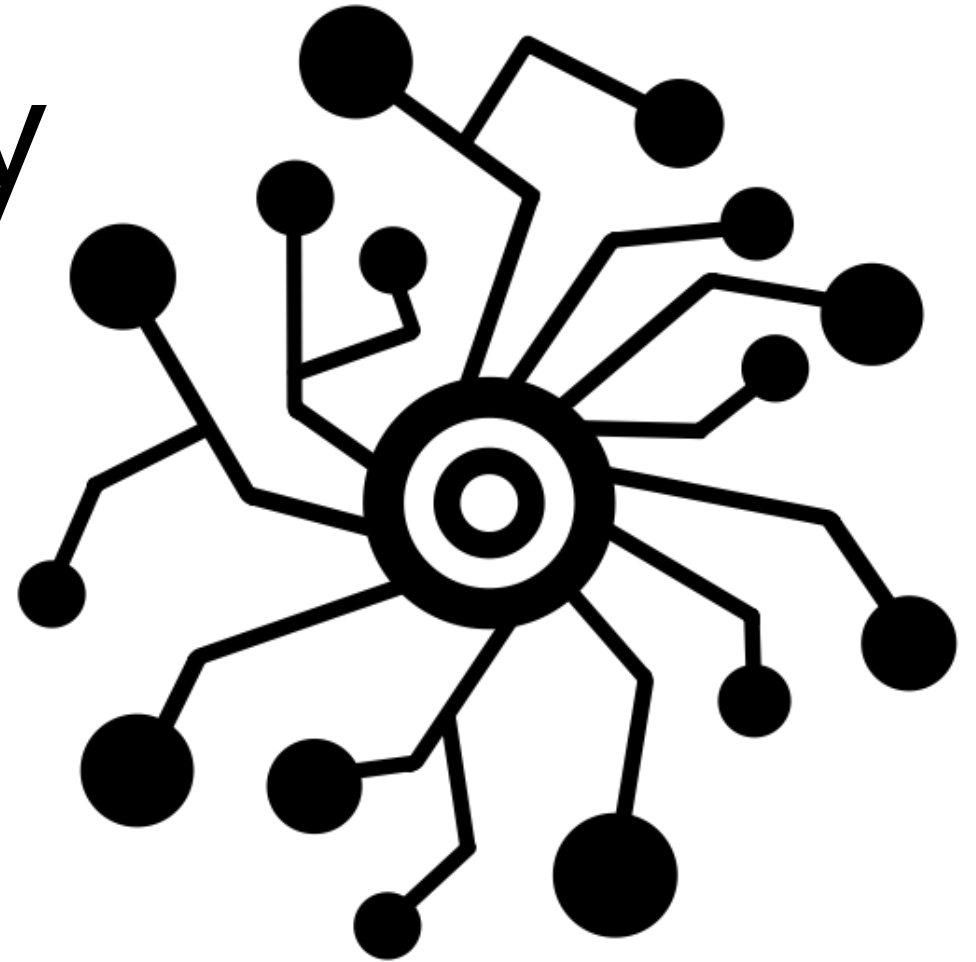


- Crowdsourcing methods are widely used in industry and academia; across different domains and disciplines
- Conducting user studies and experiments with human subjects



Configuring Study Parameters

- Incentives
- Task reward scheme
- Task completion time
- Task description
- ...



Configuring Study Parameters



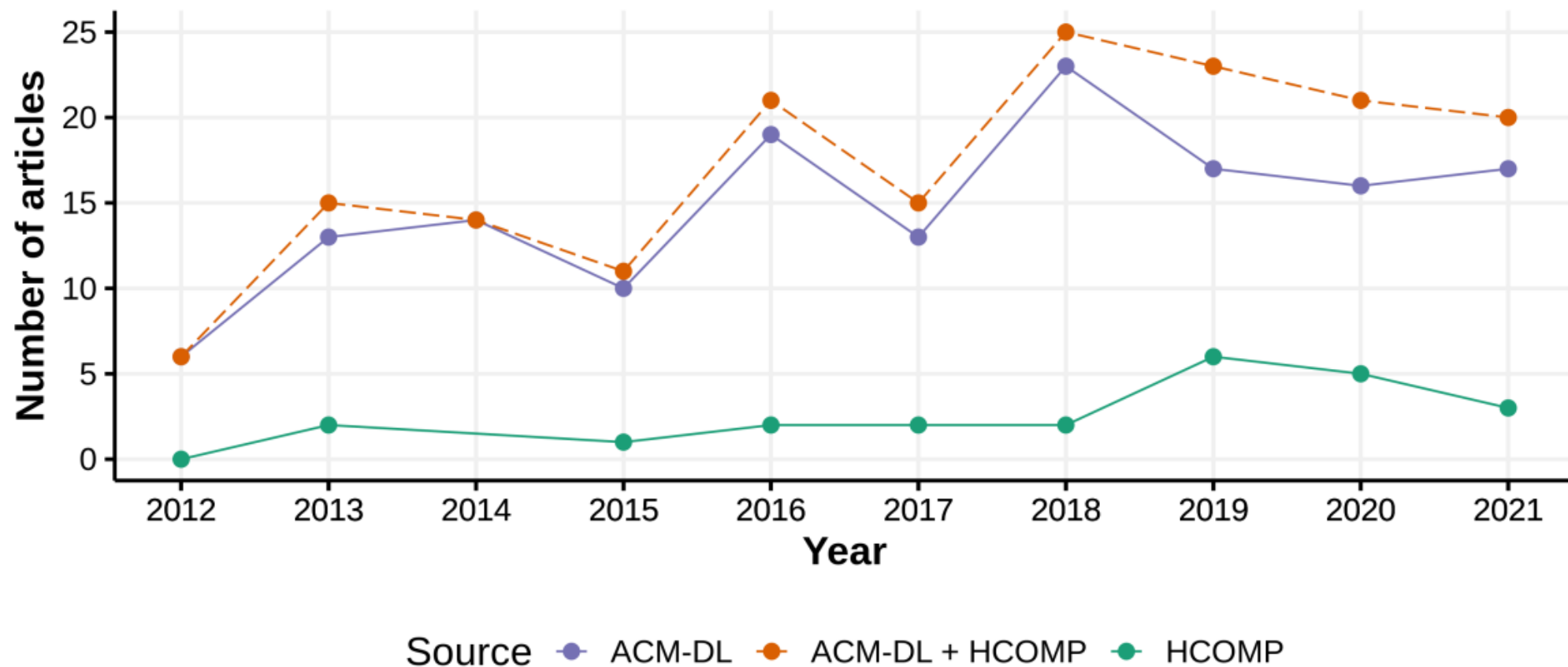
“Crowd pilot studies” are used to estimate and calibrate important study parameters.

The State of Pilot Study Reporting in Crowdsourcing: A Reflection on Best Practices and Guidelines

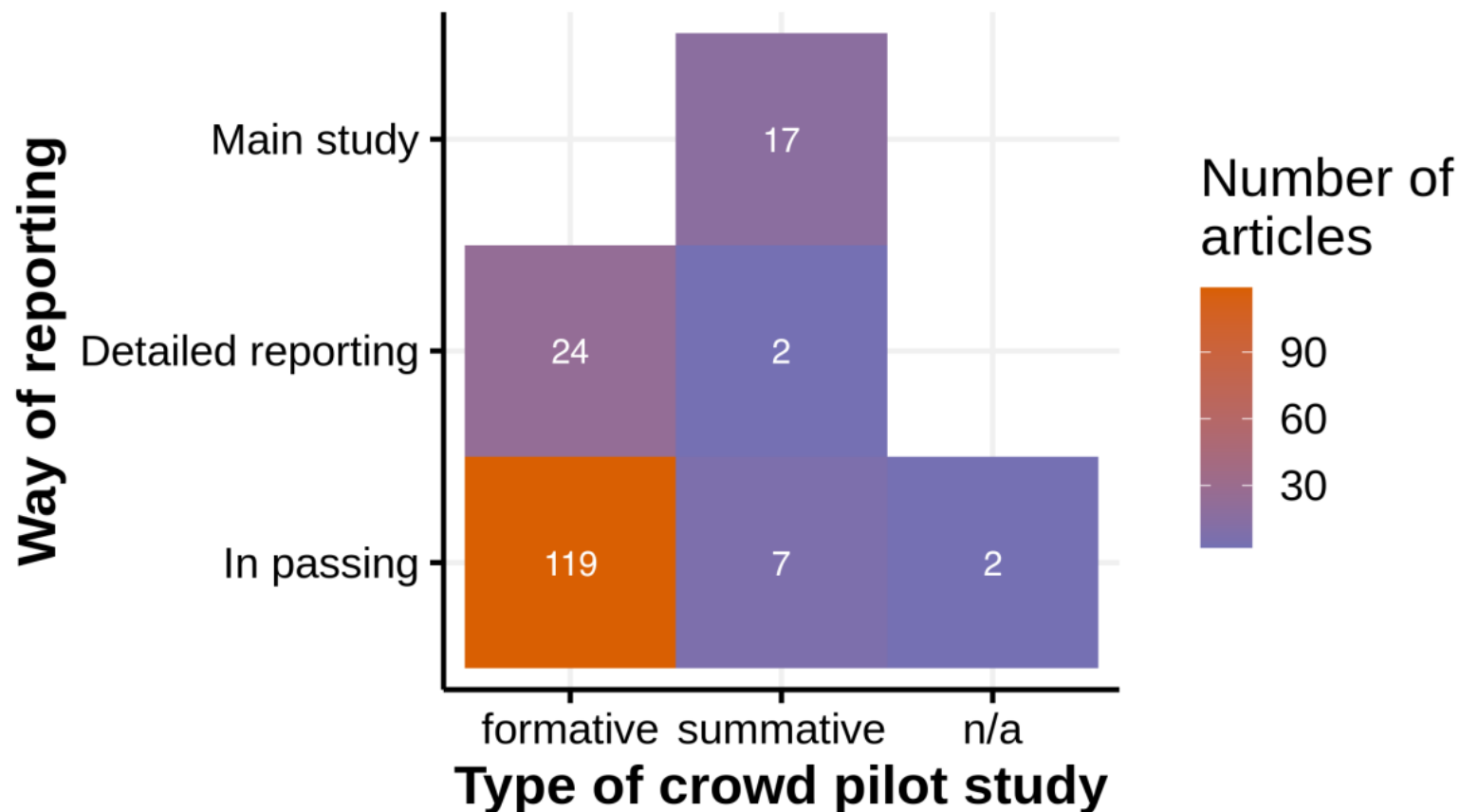
Jonas Oppenlaender, Tahir Abbas,
Ujwal Gadiraju



Crowd Pilot Studies Are Common



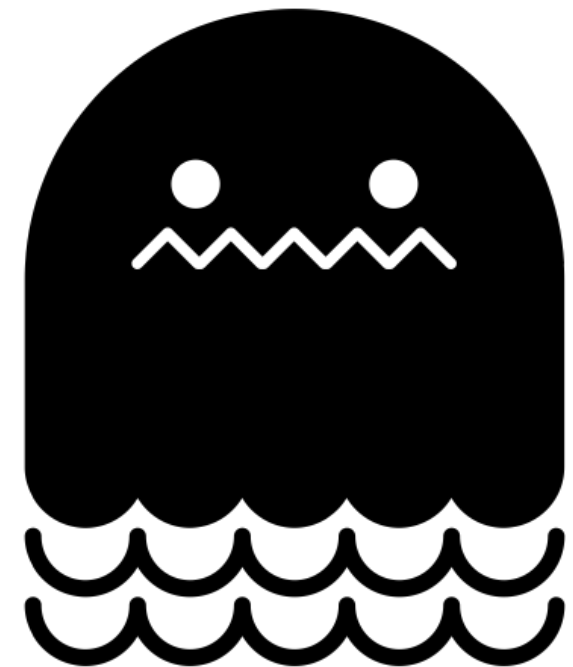
Crowd Pilot Studies: Often Ad-hoc and Under-reported!



Why is under-reporting *crowd pilot studies* undesirable?

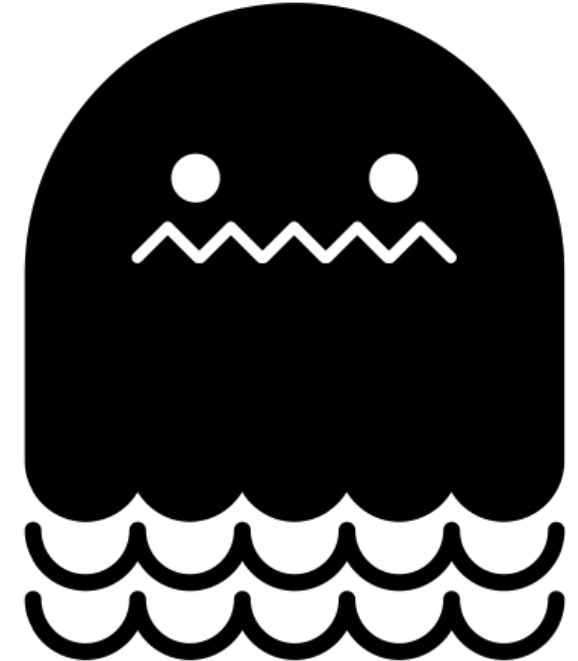
- Promotes a lack of rigor
- In conflict with good scientific practice and open science
- Hinders future reproduction and replication

E.g., ‘iterated extensively in pilot studies with crowd workers to strike a balance between simplicity (avoid complex or numerous instructions) and effectiveness (make the layout better)’

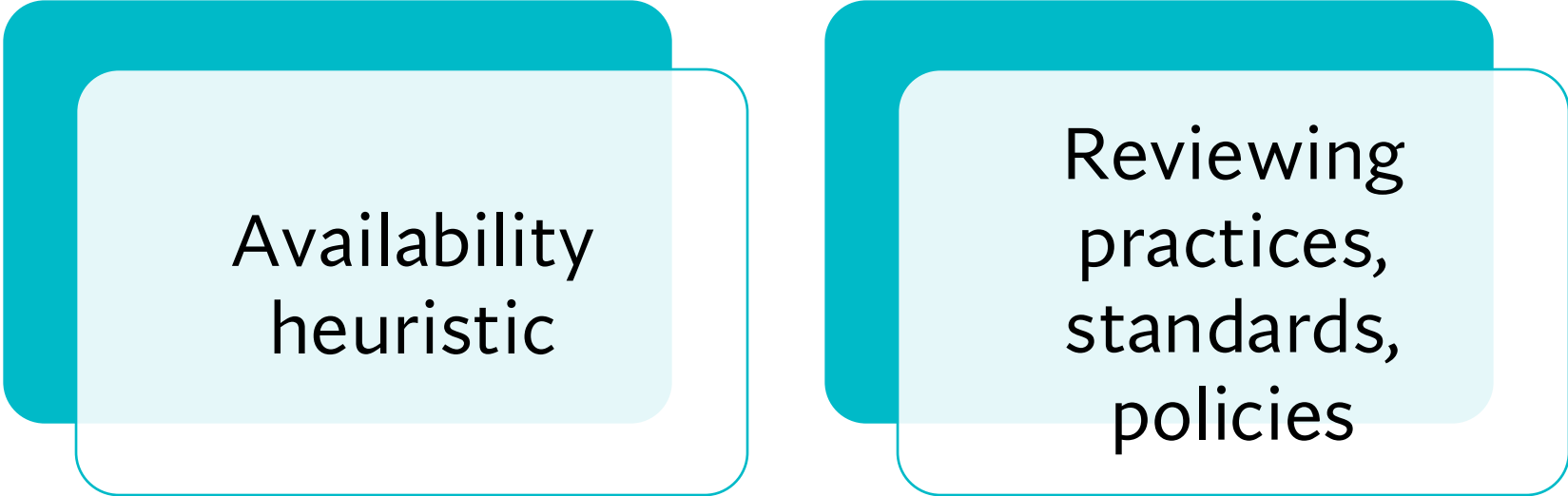


Why is under-reporting *crowd pilot studies* undesirable?

- Promotes a lack of rigor
- In conflict with good scientific practice and open science
- Hinders future reproduction and replication
- Crowd pilot studies can be flawed
- Crowd workers' perspective
 - Systematic underpayment of workers
 - Unattractive to workers
 - Novice workers may abandon crowd work



Why are *crowd pilot studies* under-reported?



Availability
heuristic

Reviewing
practices,
standards,
policies

The State of Crowd Pilot Study Reporting

RQ1: Why are crowd pilot studies typically conducted?

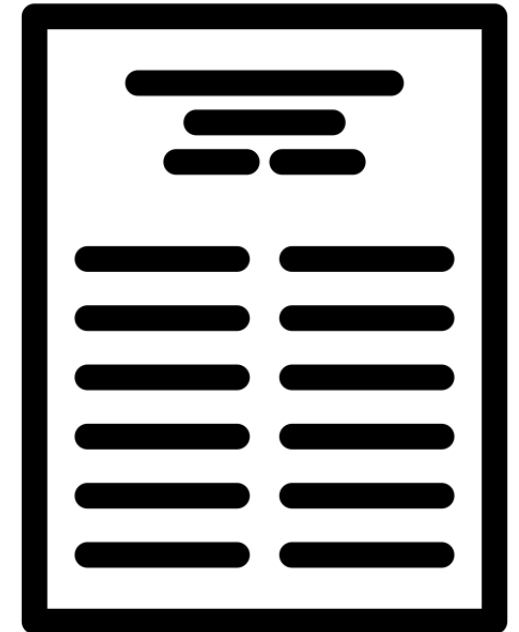
RQ2: How are crowd pilot studies typically reported?

RQ3: What do crowd pilot studies report?

RQ4: What makes a “good” crowd pilot study?

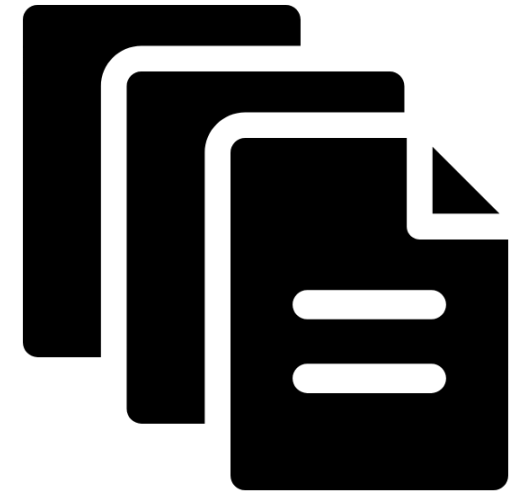
RQ5: What are the factors that promote or obstruct reporting crowd pilot studies?

RQ6: How can crowd pilot studies be facilitated with platform-specific features?



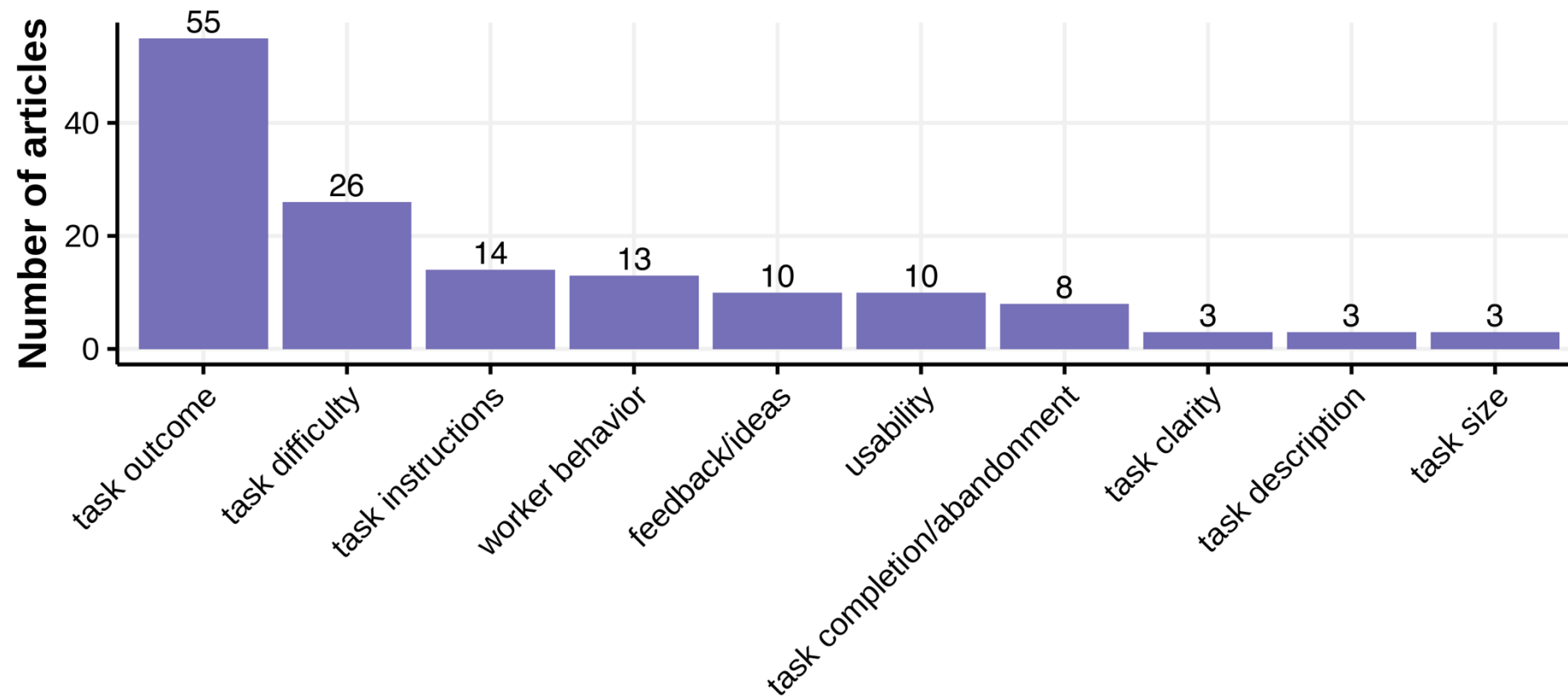
Method: Systematic Literature Review

- Pilot study → any small or large-scale experiment/study conducted to inform the design of a prototype, validate a proof of concept, or for other formative or summative reasons
- Crowd → exclusive focus on pilot studies conducted with external crowds
- 10 years (2012–2021): HCOMP; ACM DL

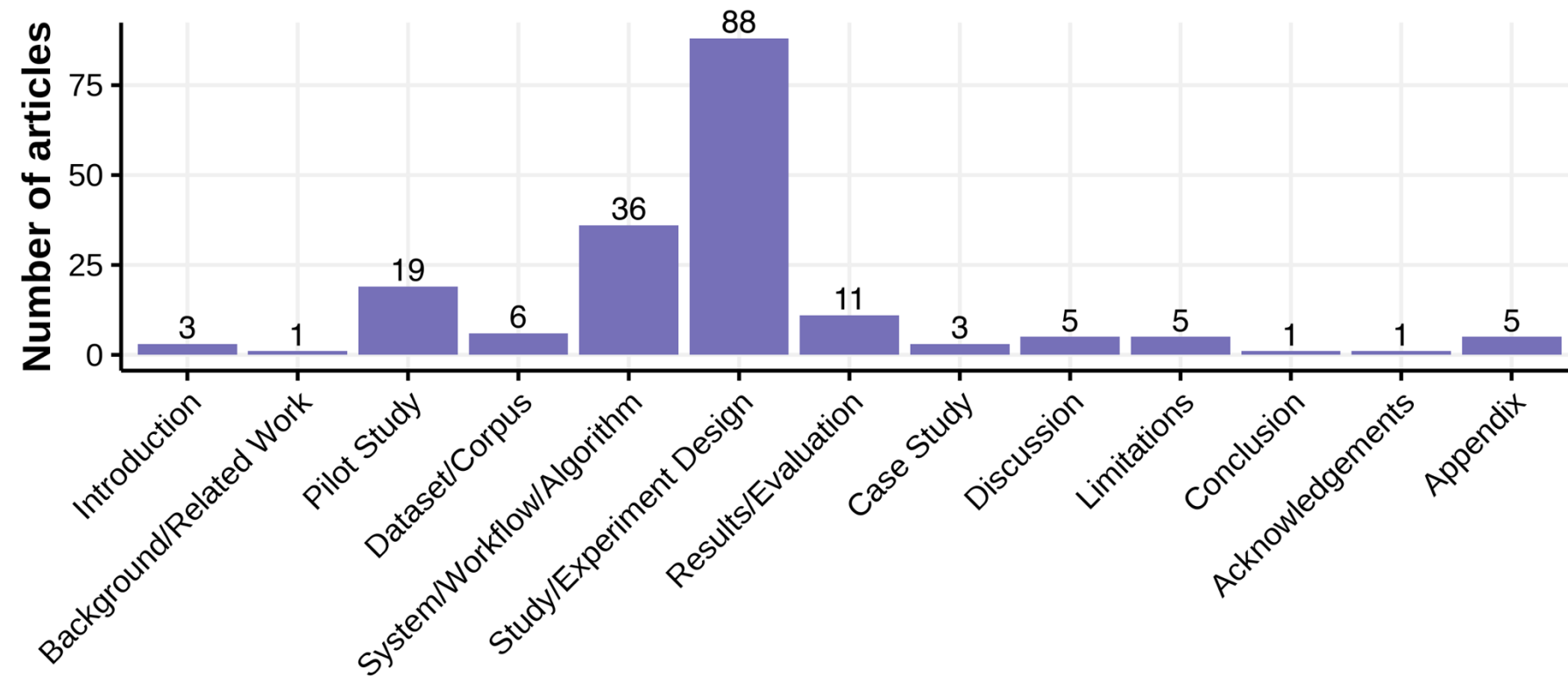


query: Fulltext:(pilot) AND Abstract:(crowdsourc)*
filter: Article Type: Research Article,
Publication Date (01/01/2012 to 12/31/2021)

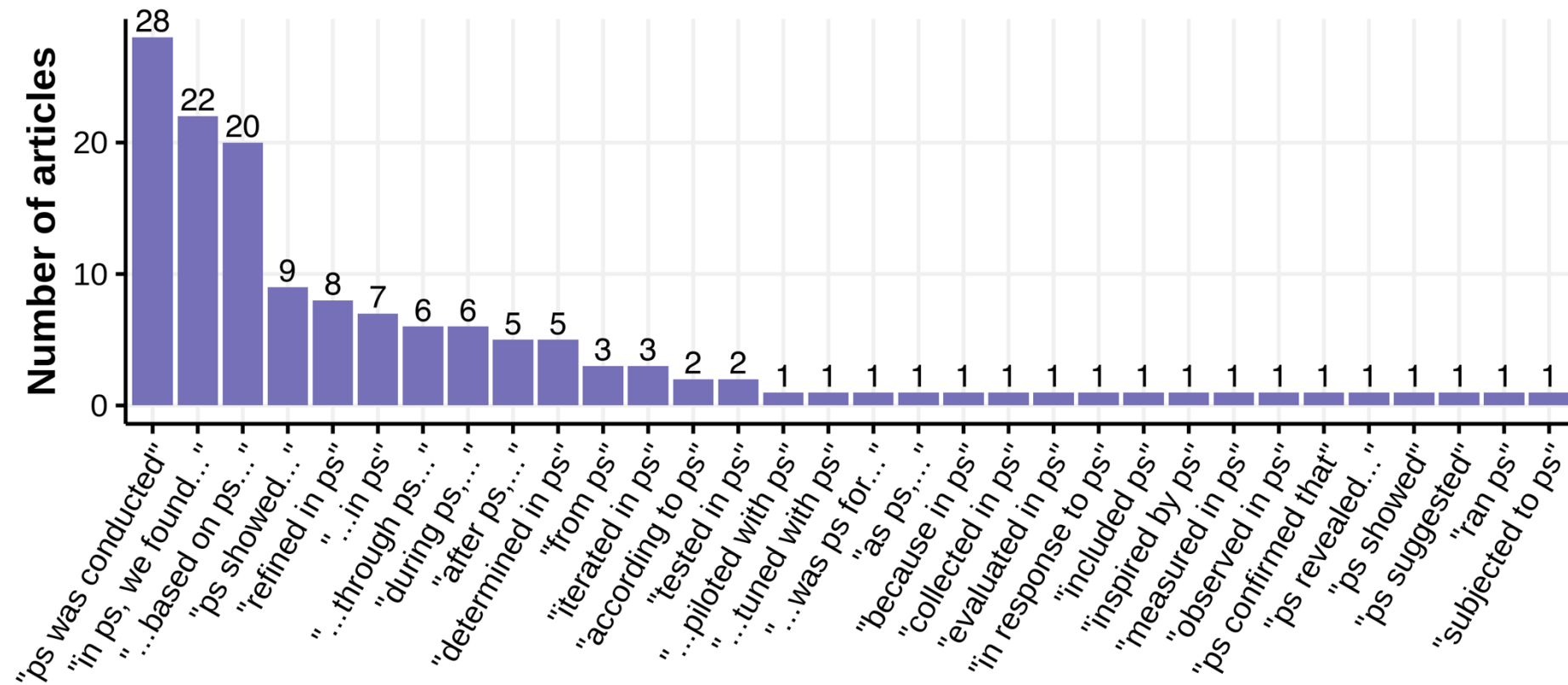
Task Design Reasons for Conducting Crowd Pilot Studies



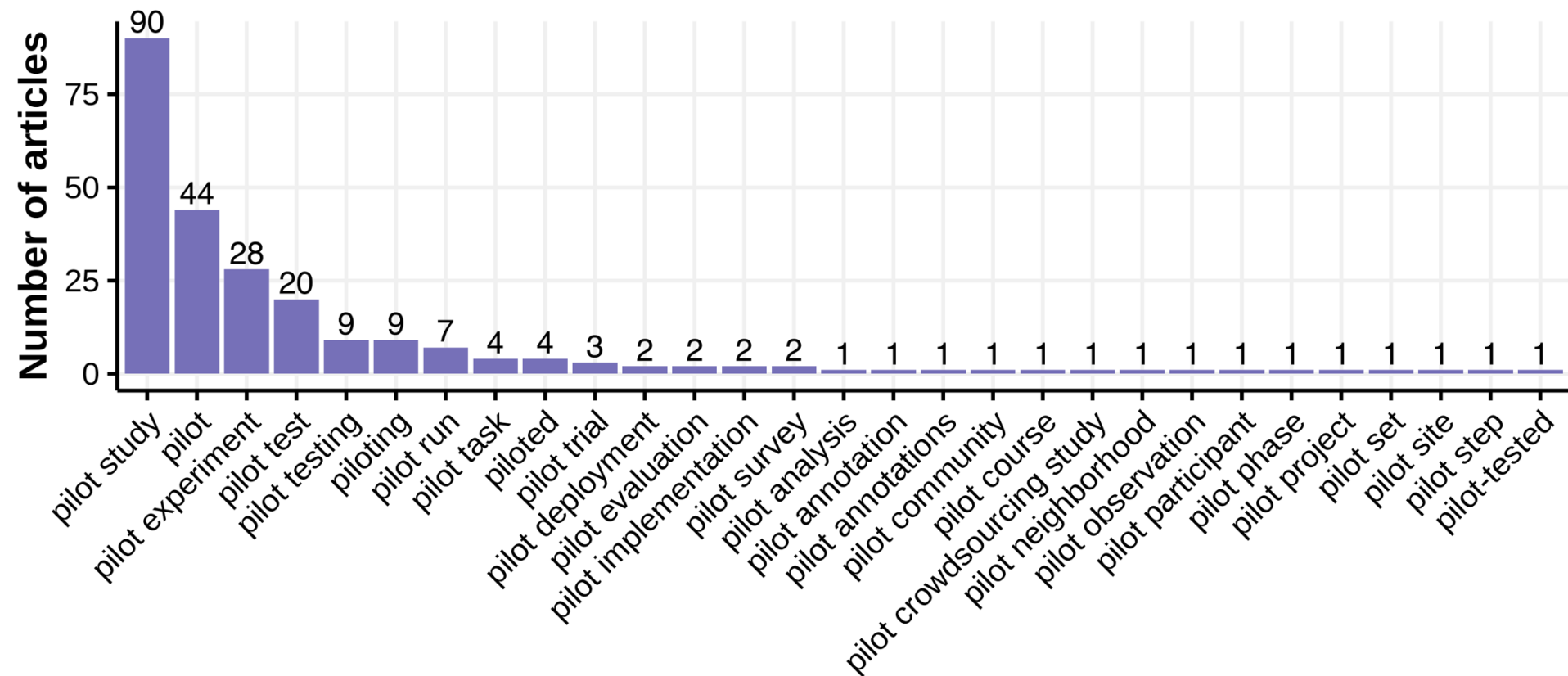
How Are Crowd Pilot Studies Typically Reported? → Sections



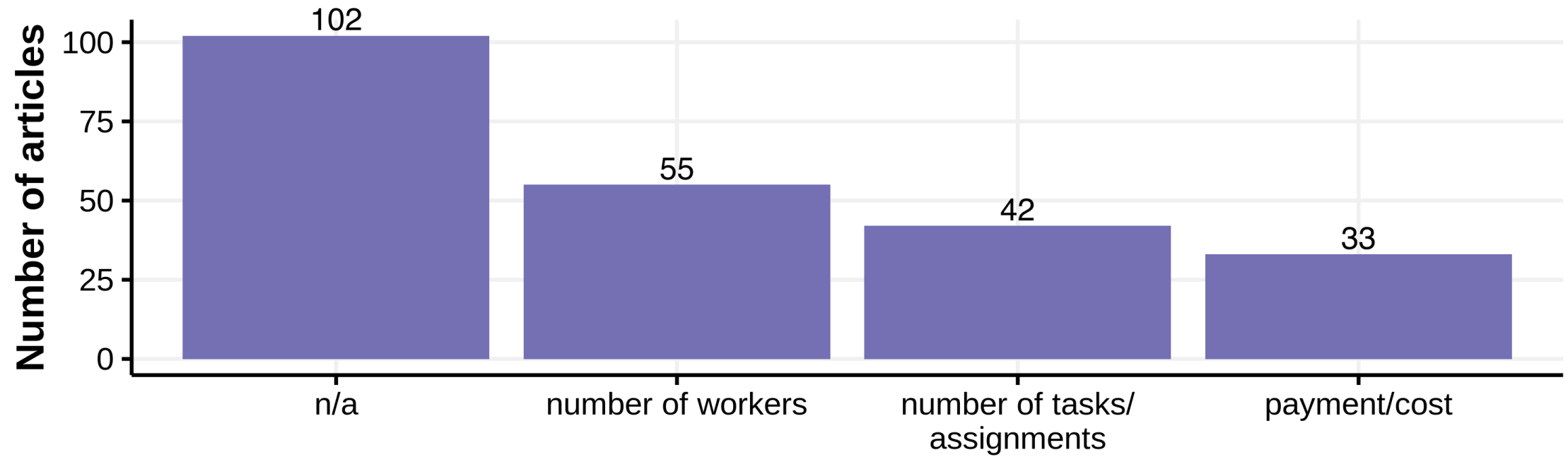
How Are Crowd Pilot Studies Typically Reported? → Phrasing



How Are Crowd Pilot Studies Typically Reported? → Terms



What is Reported?



Guidelines for Reporting Crowd Pilot Studies

- Transparency: reasons for conducting the crowd pilot studies
- Inform crowd workers about the pilot
- Report number of pilot studies and their extent
- Clearly identify the participants
- Report the key attributes of each crowd pilot study



Key Attributes of Crowd Pilot Studies



number of participating crowd workers



number of tasks (or assignments to workers)



payment per task



participation constraints enforced (including platform settings)



the type of crowd or crowdsourcing platform

Reporting at the minimum!

...pilot study (MTurk; N=12; 1000 HITs; US\$4.5 per HIT) ...



The State of Crowd Pilot Study Reporting

RQ1: Why are crowd pilot studies typically conducted in

RQ2: How are crowd pilot studies typically conducted?

RQ3: What do crowd pilot studies

RQ4:

Read our paper to
find out more!

How can crowd pilot studies be facilitated with
platform-specific features?



edu.nl/9btca



U.K.Gadiraju@tudelft.nl

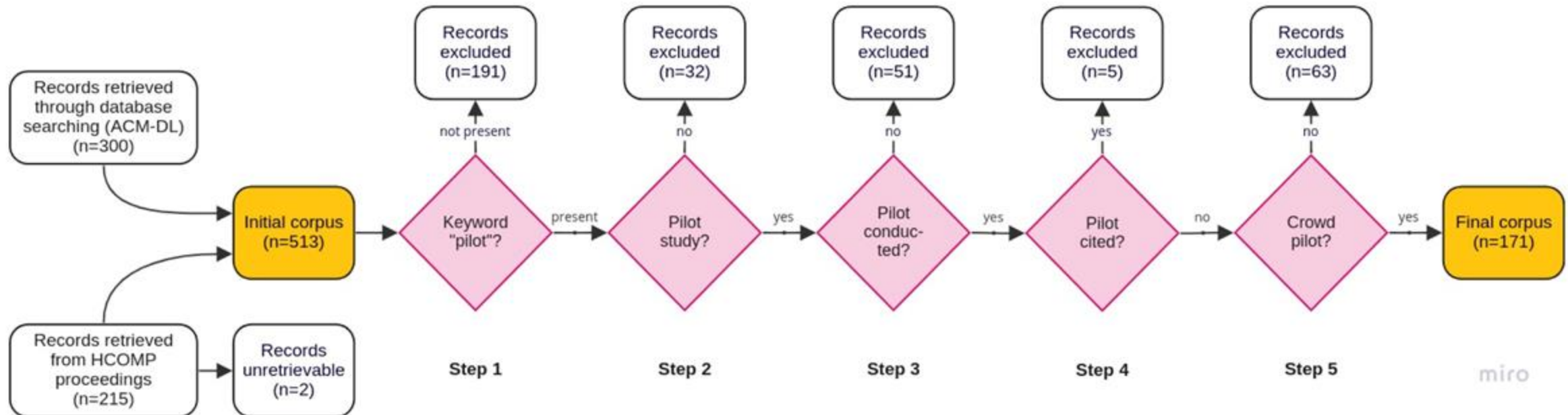


<https://ujwalgadiraju.com>

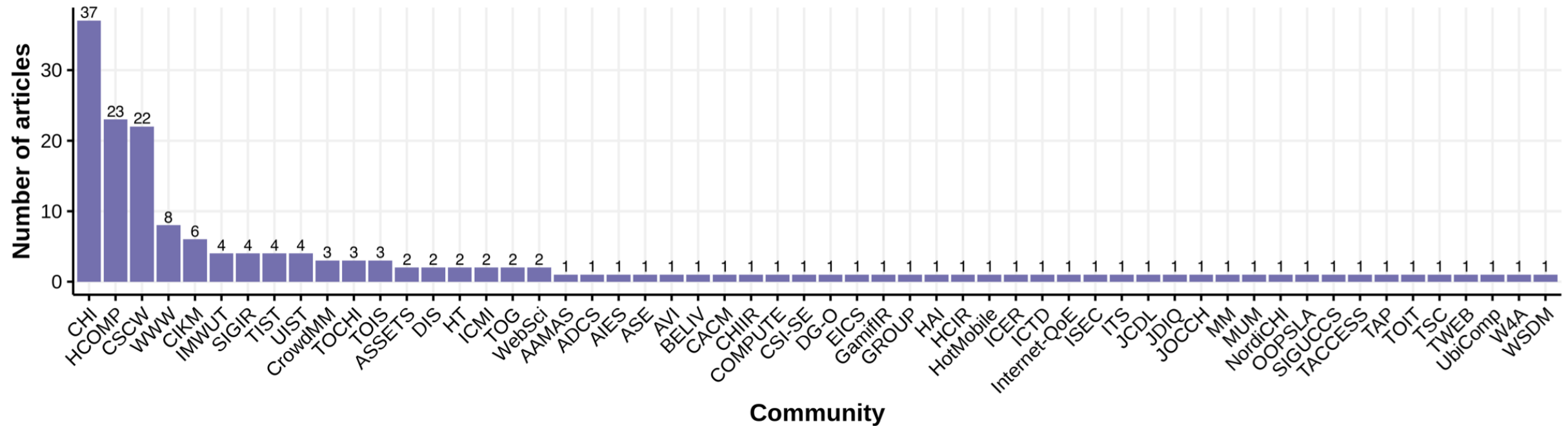


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Corpus Screening Procedure



Conference Venues & Journals



What makes a “good” pilot study?

Mimicking/mirroring the main experiment

Exploration and experimentation

Validating the feasibility of a study

Accurate estimation of campaign parameters

