



Research Using Crowdsourcing Platforms

1.0 General Information

1.1 Crowdsourcing 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 UWinnipeg researchers who are recruiting participants through a crowdsourcing service.

1.2 These guidelines have been reviewed by researchers in the field, UHREB members, as well as the UWinnipeg Research Data Management Librarian. These guidelines are not policy. They are intended to support researchers. The guidelines are meant as an interpretation of existing UHREB policies (e.g., TCPS2 2018) in the context of crowdsourced research and are not meant to take precedence over them.

2.0 Amazon Mechanical Turk (MTurk)

2.1 The most common crowdsourcing platform used by UWinnipeg researchers is Amazon Mechanical Turk (MTurk).

Guidance Document 10:



3.5 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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