**On the Ethics of Crowdsourced Research**

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**Online Appendix**

Though small-n qualitative studies are not and cannot be expected to be representative, it is valuable to ensure that one has achieved diversity. For this reason, I include the following table that shows the demographic makeup of the survey respondents, the interviewees, and the general public in the United States. All claims about the demographics of MTurk population as a whole are based exclusively on my and others’ quantitative data, not characteristics of the interviewee pool. Note that the demographics of my survey pool are consistent with those reported by Ross et al. 2010.

**Demographics of Interviewees**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **U.S. Adults****(%)** | **Survey Respondents (%)** | **Interviewees (n)** |
| Female | 52% | 41% | 27 |
| 20s | 20% | 52% | 11 |
| 30s | 18 | 26 | 11 |
| 40s | 19 | 9 | 11 |
| 50s | 19 | 6 | 12 |
| 60s | 13 | 2 | 4 |
| Black | 12% | 8% | 6 |
| White | 81 | 77 | 39 |
| Asian | 5 | 10 | 2 |
| Hispanic | 13 | 4 | 4 |
| Household income < $20k  | 19% | 19% | 11 |
| Unemployed | 7% | 19% | 5 |
| Full-time employed | 43 | 66 | 27 |
| Republican | 41% | 23% | 21 |
| Democrat | 47 | 60 | 26 |
| GED/High school | 30% | 11% | 7 |
| Four year degree | 20 | 40 | 18 |
| Advanced degree | 11 | 8 | 4 |
| Total |  | 1404[[1]](#footnote-1) | 49 |

1. Note that the employment question was asked only in survey round 3, and that some ages are imputed based on the age range reported by survey respondents. [↑](#footnote-ref-1)