

Switching from MTurk to Prolific: A setup guide

→ Everything you need to run your first study on Prolific in 15 minutes.

Welcome to Prolific

If you're used to MTurk, you'll recognize the basics. But Prolific is built specifically for research, so a few things work differently. This guide walks through account setup, terminology, and the handful of things that work differently, so your first study goes smoothly.

Prolific terminology

Prolific uses some different terminology for concepts you'll already be familiar with from MTurk. Here are a few key terms to be aware of.

MTurk term	Prolific equivalent
Requester	Researcher
Worker	Participant
HIT (Human Intelligence Task)	Study
Qualification	Screeners / prescreening criteria
Reward	Payment
Batch	Study (Prolific studies aren't typically split into batches the same way)



Setting up your account

- ① **Create an account** at prolific.com. No contract or subscription required.
- ② **Verify your organization** or your academic affiliation (for academic pricing).
- ③ **Add billing details.** Pay-as-you-go, no minimum spend commitment.

Building your first study

- ① **Bring your survey link.** Prolific works with Qualtrics, SurveyMonkey, Gorilla, Typeform, or any tool you're already using. Unlike MTurk, you don't build the task inside the platform itself.
- ② **Set your audience criteria** using 300+ demographic screeners, included free. (On MTurk, each additional qualification or screener typically adds cost or requires custom qualification setup.)
- ③ **Set your payment.** Prolific's minimum is \$8.00 or £6.00/hour, calculated for you based on estimated completion time. (On MTurk, you set a flat per-HIT reward and estimate fairness yourself.)
- ④ **Set your sample size and publish.**

See how it works in our short video tutorial.

Watch the tutorial

What happens after you publish

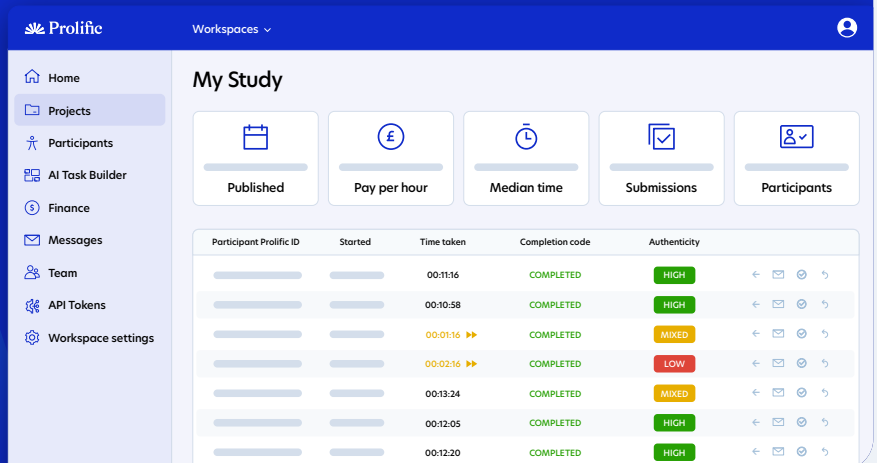
- Responses come in with built-in quality signals. Attention checks, as well as [authenticity checks](#) for bot detection are available to use with Qualtrics studies, included at no extra cost.
- The [100% Human Guarantee](#) applies to eligible studies. If any participant is flagged as "low authenticity" by our checks, we'll send you twice what you'd pay for that participant in Prolific credits.
- Need the same participants again? Prolific's re-recruitment tools make it simple to run follow-up or longitudinal studies, unlike MTurk's manual tracing process.



Prolific vs. MTurk at a glance

		
Built for	Research specifically	General task marketplace
Minimum pay	\$8.00/hour	\$0.01/task
Platform fee	43% (or 33% for academics/ non profit)	20% (40% for 10+ tasks)
Screeners	300+ included free	Often added cost/manual setup
Data quality controls	Built-in attention and authenticity checks, 100% Human Guarantee	Manual, requester-managed
Follow-up studies	Built-in re-recruitment	Manual participant tracing
New customer signups	Open	Closed as of July 30, 2026 MTurk closed permanently as of September 30, 2026

Ready to get started?

[Create your account](#)


My Study

Workspaces ▾

- Published
- Pay per hour
- Median time
- Submissions
- Participants

Participant Prolific ID	Started	Time taken	Completion code	Authenticity
		00:11:16	COMPLETED	HIGH
		00:10:58	COMPLETED	HIGH
		00:01:16	COMPLETED	MIXED
		00:02:16	COMPLETED	LOW
		00:13:24	COMPLETED	MIXED
		00:12:05	COMPLETED	HIGH
		00:12:20	COMPLETED	HIGH