Prolific's on-demand participant pool

Education

Computer Science ✕
STEM ✕
Humanities ✕

Professional experience

Lawyer
Software engineer
Finance
Medical

English
Spanish
Korean
Bilingual

Prolific connects AI developers, academics, and market researchers with participants, to deliver high-quality human data for AI development and research. You can source large samples of diverse demographics, subject matter experts, and experienced AI trainers in a matter of hours.
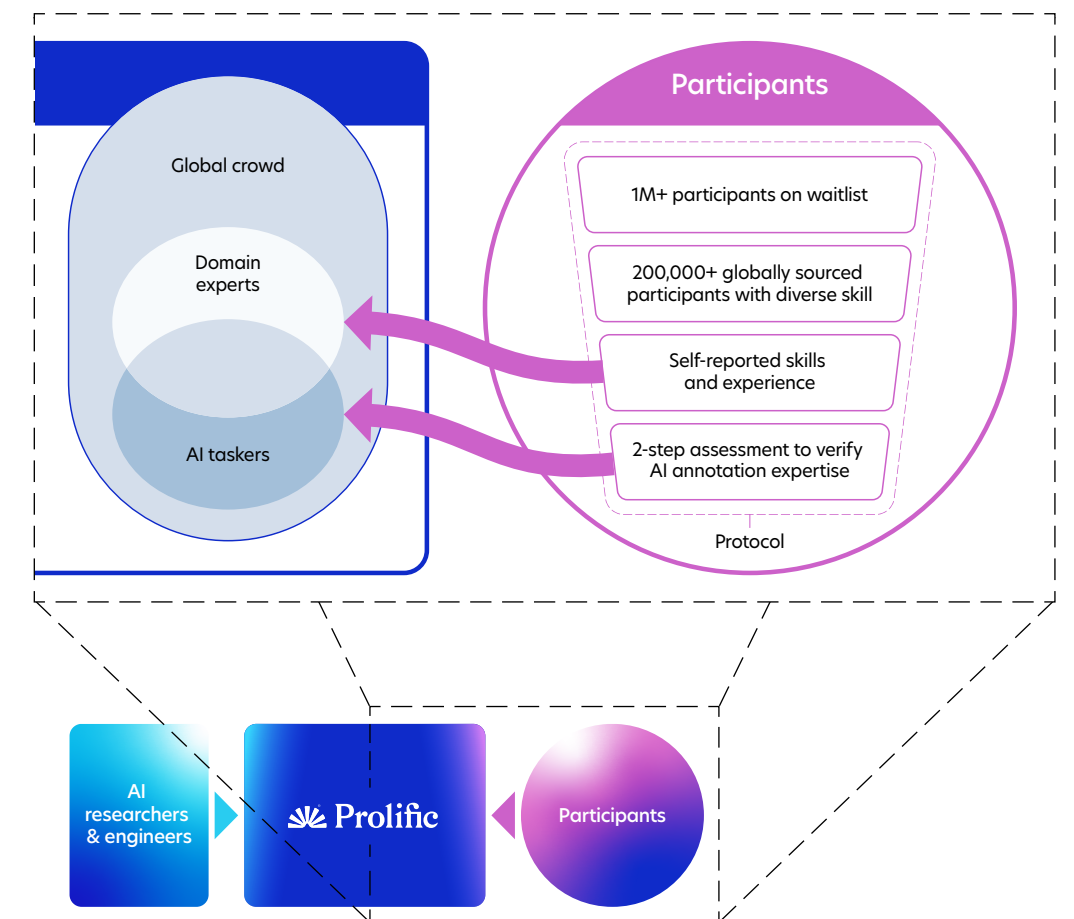
This guide gives you an overview of the different participants you can find on Prolific, including our different participant pools, available demographics, and verification methods.

Benefits

- Higher data quality
- Faster responses
- Nuanced inputs from diverse samples
- Flexible integration options
- End-to-end control and transparency

Key statistics

- **200k+** active and vetted participants
- **<2 hours** to complete a dataset on average
- **40+** countries represented in our participant pool
- **50%+** response rates to tasks
- **65%** participant NPS score (top quartile for technology)

Global crowd
Domain experts
AI taskers

Participants
1M+ participants on waitlist
200,000+ globally sourced participants with diverse skill
Self-reported skills and experience
2-step assessment to verify AI annotation expertise
Protocol

AI researchers & engineers
Prolific
Participants

Built-in verification: Protocol, our proprietary quality monitoring system, runs 40+ rigorous checks on participants before and after they join our platform, ensuring only top-tier participants take your studies.

Global Crowd

Diverse and globally distributed demographics, ideal for rigorous and varied research.

Globally and ideologically diverse

- 80+ languages spoken
- 40+ countries represented
- 46,000+ bilingual individuals
- 15,300+ Democrats | 10,900+ Republicans

Find the right participants effortlessly

- 300+ screeners to choose from
- Easily run additional custom screening

Number of participants available

200,000+

How participants are verified

All our participants go through this level of verification, at a minimum:

- **Identity:** Verifies that participants are real, unique people with comprehensive ID checks.
- **Device:** Identifies where people are using multiple devices to take studies several times. Ensures studies are only taken on the device types that you specify.
- **Location:** Ensures participants are where they say they are. Tests that their physical and digital locations match and blocks participants from countries you don't need.
- **Qualitative ability:** Runs pre-study tests for attentiveness, effort, and comprehension. We'll assess the results and provide a participant risk level.
- **AI misuse:** Detects any unusual behaviour and AI-like responses. This module works for any large language models, including ChatGPT and Gemini.

Best for

- High-volume tasks
- Behavioral or social research
- Content generation with diverse perspectives
- Consumer research
- National polling in UK or US
- UX testing and prototype feedback

Benefits

- Cost-effective way to gather large datasets
- Rich, creative, and qualitative data, collected fast
- Broad spectrum of perspectives for better AI model, application, and research generalization
- UK and US representative samples available to distribute tasks across sex, age, and ethnicity

Recommended pay rates

- **Standard studies:** £9/$12 per hour
- **Complex studies:** $15+ per hour

How to access Global Crowd participants

- **Platform:** Select 'Find new participants on Prolific' in the 'Recruit participants' section of the Studies page. Watch this video for a step-by-step on how to set up your study.
- **API:** Use our filter set to select the participant you want for your study. See how to do this here.

AI Taskers

Specialists that outperform regular participants in complex AI tasks.

Number of participants available

2500+

How participants are verified

- **Pre-screening:** Participants are selected by their high approval rate on tasks, and English fluency.
- **General exam:** They are tested for reading comprehension, instruction following, creativity, and pattern recognition.
- **AI exam:** Participants are tested for reasoning, factuality checking, and writing abilities.

Best for

- Model evaluation and benchmarking
- Side-by-side performance comparisons
- Factuality and accuracy assessment
- Generative tasks

Benefits

- Increase approval rates for your AI training and evaluation tasks by up to 30%
- Launch projects directly to people who are qualified to understand and take your task, with limited training needed
- Increase your participant onboarding rates by up to 3x

Recommended pay rates

- **Standard tasks:** $20 to $25 per hour
- **Complex tasks:** $30 to $40 per hour

You can also use our Reward Recommendations API to get recommended participant rewards based on filters.

How to access AI Taskers

Access AI Taskers through our:

- **Platform:** Select 'Find AI Taskers on Prolific' under 'Recruit participants' in the study set up page.
- **API:** Use the ai-tasker filter to send your tasks to AI Taskers. See how to do this here.

Domain Experts

Verified and self-identified subject matter experts in specific fields.

Self-identified experts:

- **1800+** Software Engineers
- **660+** Healthcare professionals
- **390+** PhDs in Natural Sciences
- **70+** PhDs in Math & Statistics
- **100+** PhDs in Engineering

Verified experts:

- **990+** Language specialists
- **30+** Healthcare professionals
- **250+** STEM professionals
- **100+** Programmers

Number of participants available

- **Self-identified:** 64,900+
- **Skills verified:** 5300+

How participants are verified

Self-identified experts:

- We identify these experts through optional screener questions that they fill out, including highest degree earned, industry they work in, years of work, and seniority level.

Verified experts:

- **Language:** Participants need to score 70%+ on a TestGorilla assessment.
- **Programming language:** Participants need to score 80%+ on a TestGorilla assessment.
- **Healthcare professionals:** Participants need to be registered in the General Medical Council (GMC).

Additional methods:

- Google Scholar Citation
- Google Scholar Profile
- LinkedIn

Best for

- Domain-specific AI training and market research
- Technical accuracy validation
- Professional content validation

Recommended pay rates

- **Standard tasks:** $20 to $25 per hour
- **Complex tasks:** $30 to $40 per hour

Please note that recommended pay rates vary by specialism, reflecting differences in skill level and market demand. Learn more here.

You can also use our Reward Recommendations API to get recommended participant rewards based on filters.

Benefits

- Precise, reliable annotations for domain-specific AI applications, reducing errors
- Granular feedback on how well models align with real-world professional standards
- Deep research insights from hard-to-reach B2B audiences

How to access Domain Experts

Accessing self-identified experts:

- **Platform:** Select 'Find Domain Experts on Prolific' under 'Recruit participants' in the study set up page.
- **API:** Use the Custom Groups API to apply expert filters. See how to do this here.