More and more people are using online product reviews and evaluations (Chandler et al., 2013); however, there is no indication of the quality of these reviews. Few studies have explored evaluation practices among crowdsourcing organizations, and as a result, it is unclear what, if any, evaluation standards are used by crowdsourcing reviewers, particularly those found on open, self-serve sites such as MTurk. The purpose of this study, therefore, is to determine (a) what, if any, evaluation standards are being used by crowdsourcing organizations and their requesters, and (b) to what extent these standards adhere to the Joint Committee on Standards for Education Evaluation (JCSEE) Program Evaluation Standards (Yarbrough et al., 2011).

Crowdsourcing product reviewers seem to use a Self-Imposed Ethical Standard of Honesty. MTurk product reviewers that participated in this survey are using an “honor system” of evaluation standards. The standards being used appear to be a self-designed, governing, and based on personal honesty and integrity. Seemingly, a reviewer’s credibility and success is based on his or her evaluation accuracy and legitimacy of an experience based opinion submitted as a product review. Subjects did not appear to be using a sophisticated or systematic means of scientifically testing neither reliability nor validity, but felt their opinion based reviews were reliable as they were based on personal experience. Procedures and information management are optional; Results indicated that.
MTurk product reviewers appear to not be very procedural. That said, document management seemed to be reviewer dependent. A high percentage of the JCSEE standards were endorsed as *often or always* being adhered to with the following exceptions “I used project management techniques to complete reviews”, “I was involved in negotiations with requestors about the reviews”, and “I used a system of information management”. A system of implied honor and ethical standards of each crowdsource product reviewers’ opinions are essentially what consumers have to depend on for online product review reliability and validity when using online product reviews. The results clearly paint a picture that online crowdsource product reviews are opinions primarily based on personal experiential outcomes.