

Task 9-1: Survey administration & interim report

- a) Revise your recruitment letter based on the comments you got from your class mates (task 8-3). Put the final recruitment letter on your project wiki page.
- b) Post your recruitment letter on **Thursday, 2018-06-14** – the survey starts now!
- c) During the following hours/days, check the incoming data.
In case something goes terribly wrong (e.g., the questionnaire is incorrect or data is wrongly saved or not saved at all), save the results so far and take corrective measures. Write down the time, the problem and counter-measure for your *final report*.
If a certain group of people is strongly underrepresented or you got far too few answers, try to enlarge your specific target group and re-send your recruitment letter.
- d) Prepare and submit an **interim report** in the KVV. Include the following information:
 - The percentages of each type of participant.
 - Which shortcomings did your recruitment letter possibly have?
 - Which countermeasures during the survey have you already undertaken and which do you still plan to undertake?

Task 9-2: Evaluating experiments

Note: You may work on this task in pairs, but not in larger groups. (Please remember to put both names on the submission.) If you want, you can also work alone.

- a) Look for a study from the computer-science domain that followed the research design of a controlled experiment. Possible entry points: Google Scholar or the ACM Digital Library (<http://dl.acm.org/>, access from the university).
- b) Concentrate on the research approach used rather than on any statistical analysis of the data. Answer the questions in the “Evaluation Guide” below.

In addition, be prepared to give an elevator pitch introducing the piece of research you studied in the tutorial.

Evaluation Guide: Experiments

(from “*Researching Information Systems and Computing*” by Briony J Oates)

1. Was a hypothesis or predicted outcome of the experiment clearly stated in the introduction?
2. Was the research a true experiment, a quasi experiment or an uncontrolled trial?
3. What information is given about the independent and dependent variables manipulated or measured in the study? What additional information would you like?
4. What information is given about participants and how they were found? What additional information would you like?
5. What information is given about how representative the sample is of the wider population from which conclusions are drawn? Are you satisfied that the sample is representative?
6. What information is given about the apparatus and the process the researchers used to make measurements? What additional information would you like?
7. What limitations in their experiment strategy do the researchers recognize?
8. Given your current state of knowledge, can you identify other flaws or omissions in the researchers’ reporting of their experiment?
9. Assuming their statistical analysis is correct, have the researchers convinced you that they have demonstrated cause and effect?
10. Overall, how effectively do you think the experiment strategy has been reported and used?