

## Preface

Please note the due date of task **8-2**: you need to complete that task before your class mates can start with task **8-3**. The first task **8-1**, however, is somewhat independent.

## Task 8-1: Last improvements and pilot test



In last week’s practice sheet you received comments concerning your questionnaire. Make sure you included your final corrections and improvements.

Now run pilot tests. These should be conducted in the target environment (i.e. online on the survey server).

- a) Look for at least three and maximum five participants, who match the target group of the survey but at the same time are as diverse as possible.
- b) Let each of them complete the questionnaire under your supervision. They should not receive any help from your side while completing the questionnaire; but you should ask them to comment the structure, comprehensibility, and content of the questionnaire underway (i.e. “think out loud”). Take notes.
- c) At the end, ask for their overall impression and possibly further hints.
- d) Verify that the data was collected/saved correctly on the survey server.
- e) Should you now undertake further changes to your questionnaire, you **need to run the pilot test once more** (starting at step **a**) and, if possible, with different participants.
- f) Briefly note down your approach, results, encountered problems and counter-measures as well as further insights from the pilot test on your wiki-page. Such information will later be incorporated in your final report (sheet 13).

## Task 8-2: Target group and recruitment letter



due on **2017-06-08, 10pm**

Think about how and where to find adequate participants for your survey. First, choose your specific target group, then formulate a recruitment letter.

- a) Choose a *specific target group*.

The specific target group is a subset of your target group, from which you recruit the participants specifically for this survey. Possible sources include:

- Mailing lists concerning your topic. You may find these at various places, e.g. at adequate Open Source or research projects.
- Discussion groups and forums on software development in the Internet and various web portals.
- Relevant lectures or practical trainings at universities. By all means approach the lecturer and ask for permission.
- Interest groups of computer science associations like ACM, IEEE, or GI.
- Companies

Since there is no guarantee that different survey groups choose different specific target groups, please adhere to the following rule:

Each specific target group (e.g. mailing list, Internet forum, lecture) may only be contacted for *one survey*.

Announce your specific target group on the KVV wiki home page. First come, first serve!

**b)** Formulate your recruitment letter, i.e. the announcement you are going to publish in the forum (= the channel through which you reach your specific target group) to recruit its members for participation. It needs to mention:

- Topic and aim of the survey
- Length of the questionnaire (time to complete)
- Benefit for the participant. Typically: S/he will be sent the prepared results. Communicate that by participating they do something good.
- Date until which the survey runs and when results are expected.

Some advice:


- Make your recruitment letter short, precise, and comprehensible.
- If you plan to recruit from English mailing lists or forums, of course, your letter (as well as your questionnaire) needs to be in English as well.
- You have only one chance: It is neither possible to send the same or slightly changed message to the same forum several times, nor can you expect large participation and easy-to-interpret results when you send additions or clarifications afterwards.
- It is therefore recommendable to have your recruitment letter cross-read several times (also after the last change).

**c)** Present your recruitment letter as a new thread in the KVV forum under the topic "Sheet 08". Also add information concerning your specific target group. In case there are things you are still unsure about or you have any open questions, add them to your KVV forum post as well.

### **Task 8-3: Peer-review recruitment letters**



**Note:** This task can only be started once the survey groups posted their recruitment letters in the KVV forum.

 **Individually**, comment **at least two** recruitment letters from other survey groups. When choosing an entry to comment on, please note that each entry should get a similar amount of feedback, so choose one with a minimum number of replies.

Comments should be critical, but factual and constructive. You may consider the following criteria:

- Is the language style appropriate for the specific target group?
- Is the recruitment letter concise?
- Does it inspire trust?
- Does it encourage participation?
- Is all relevant information given?
- What information is missing?
- What information seems to be too much?