Course "Empirische Bewertung in der Informatik"
Freie Universität Berlin, Institut für Informatik, Arbeitsgruppe Software Engineering
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Practice sheet 6 SoSe 2010 du on 2010-06-21

Task 6-1: Last improvements and pilot test

In last week's tutorial you received comments concerning your questionnaire. Include your final corrections and improvements.

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

- Look for at least three and maximum five participants, as different as possible, *who match the aspired target group of the survey*.
- Let each of them complete the questionnaire under your survey. They do not receive any help from your side, but are asked to comment the structure, comprehensibility and content of the questionnaire underways. Note these down.
- At the end, ask for their overall impression and possibly further hints.
- Verify that the data was collected/saved correctly from the survey server.
- Should you now undertake further changes, run the pilot test once more and, if possible, with different participants.

Briefly note down your approach, results and insights from the pilot test. These should later be incorporated in you *final report*.

Aufgabe 6-2: Choice of specific target group and recruitment letter (Anwerberschreiben)

Now think about how and where to find adequate participants for your survey. First choose your specific target group, then formulate a recruitment letter (Anwerberschreiben).

6-2 a) Choose your specific target group

The specific target group is a subset of your target group you address concretely or rather recruit for your survey. Possible sources are:

- Mailing lists concerning your topic. You may find these at various places: at producers, 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

As it is not promising if several project teams chose the same specific target group, adhere to the following **rule**:

- You are only allowed to compete for *one* survey with the same specific target group (e.g. mailing list, internet forum, lecture). First announce it in the Wiki[1]. First come, first serve!

[1] https://www.inf.fu-berlin.de/w/SE/VorlesungEmpirie2010#MailingListen

6-2 b) Formulate your recruitment letter

Formulate your recruitment letter: the news you are going to publish in the forum to recruit member of the forum for participation. It needs to mention:

- Topic and aim of the survey
- Length of the questionnaire (time to complete)
- Benefit for the participant. Typically: He/She will be sent the prepared results. Communicate that a participant does something good.
- Date until which the survey runs and until when results are expected.
- Make it short, precise and comprehensible.

Consider:

- If you plan to recruit from English mailing lists and forums, your questionnaire should be in English.
- 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 results easy to interpret, if you need to send additions or clarifications afterwards.
- It is therefore recommendable to have your recruitment letter cross-read several times (also after the last change)

Deadline:

- Send your message **at the latest by Monday**, 21.06.2010, **9:00 am**
    - RE: `[Empir] Group <group number>`
- Prepare to present your message in the tutorial in 10 minutes. Possibly note down questions.
- Send your message in the morning of **next Tuesday** (22.06.2010). The questionnaire should not be added as attachment, but be reached via the web. It has to be activated by this time.