Please make sure to always prepare your solutions in a way that you are able to present them to your class mates and discuss your solution process effectively.

**Task 6-1: Last improvements and pilot test (due on 2014-06-10)**

• Put this task on your wiki-page

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 (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 underway. 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 your final report.

**Task 6-2: Choice of specific target group and recruitment letter (due on 2014-06-10)**

• Put this task on your wiki-page

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

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

Since there is no guarantee that 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. First come, first serve!
6-2 b) **Formulate your recruitment letter**

Formulate your recruitment letter: the news you are going to publish in the forum to recruit members 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 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).

6-2 c) **Put your recruitment letter in the KVV forum**

- present your recruitment letter as an entry in the KVV forum
- link the forum entry to your wiki-page
- add the information concerning your target group
- add questions you have or things you are unsure about

**Task 6-3: Comment on recruitment letter of other group (due on 2014-06-11, 10 pm)**

- Submit your comments and the link to the corresponding forum entries to the KVV

Each individual of you (not as group) has to comment at least two other recruitment letter forum entries.
- When choosing the entry to comment on, please note that each entry should get at least two comments.

Comments should be critical but factual and constructive, considering the following:

- Is the language style appropriate to the target group?
- Is the recruitment letter short and pregnant?
- Does it inspire trust?
- Does it encourage participation?
- Is all relevant information given?
- What information are you missing?
- What information seems to bee too much?

**Task 6-4 Revise your recruitment and start survey (due on 2014-06-13, 10 pm)**

- Revise your recruitment letter based on the comments you got from 6-3, put this on your project wiki page and submit it to the KVV.
- Send your recruitment message in the morning of **next Friday** (2014-06-13). The questionnaire should not be added as attachment, but be reached via the web. It has to be activated by this time.