

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. 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).

1. Look for at least three and maximum five participants – as diverse as possible – who match the target group of the survey.
2. Let each of them complete the questionnaire under your supervision. They do not receive any help from your side, but are asked to comment the structure, comprehensibility, and content of the questionnaire underway. Take notes.
3. At the end, ask for their overall impression and possibly further hints.
4. Verify that the data was collected/saved correctly from the survey server.
5. Should you now undertake further changes, run the pilot test once more and, if possible, with different participants.
6. Briefly note down your approach, results, and insights from the pilot test on your wiki-page. These should later also be incorporated in your final report.

Task 8-2: Target group and recruitment letter

due on 04.06.2015 10pm

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

1. Choose a *specific target group*.

The specific target group is a subset of your target group you address (or rather recruit) concretely for your 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*. First announce it in the Wiki. First come, first serve!

2. Formulate your recruitment letter, i.e. the announcement you are going to publish in the forum 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, too.
- 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).

3. Present your recruitment letter as an entry in the KVV forum and provide a link to the forum entry in your wiki-page. Also add the information concerning your specific target group. In case there are things you are unsure about or open questions, add them as well.

Task 8-3: Peer-review recruitment letters

Individually (not as group), 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 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?