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Practice sheet 9 **Survey: Interim Report; Eval. Experiments** due on 15.06.2015

Task 9-1: Survey administration & interim report

1. Revise your recruitment letter based on the comments you got from your class mates (task **8-3**). Put the final letter on your project wiki page.
2. Post your recruitment letter in the **morning of Thursday, 11.06.2015** – the survey starts now!

   The questionnaire should not be added as an attachment, but must be reachable through a URL. Of course, it has to be activated by this time.
3. During the following hours/days, check the first returns as to their content and the type of people answering.

   If you see that something goes terribly wrong (e.g. the questionnaire is incorrect or data is wrongly saved or not saved at all), try to save what can be saved: Save the results so far and take corrective measures. Write down the time, the problem, and your measures taken for your *final report*.

   If you see that a certain group of people is strongly underrepresented or you are receiving far too little answers: Try to find an adequate forum which will help you to fill the gaps.
4. Prepare an **interim report** to be given in the next tutorial. 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

Learning aim: Practice analyzing and evaluating experiment-based research.

1. Study a piece of research that used experiments.
2. Concentrate on the approach used rather than on any statistical analysis of the data. Answer the questions in the "Evaluation Guide" (next page).
3. Also, be prepared to give an elevator pitch introducing the piece of research you studied.

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?