

## Language, Texts and Technology

Washington State University - Vancouver, spring 2011

Assignments due for: **March 23, 2011**

<http://ltspring2011.blogspot.com/>

[ ] **Data Collection Step B** – This is the step in which we put our survey to the ultimate test, giving it to strangers and seeing how they respond. Each group has created a survey, and we want to at least get some pilot study data from that document. So we will want to choose the sampling frame (from what population if your sample drawn?) and the sampling method (random or nonrandom / also called probability / nonprobability), including creating a replicable script of the full process from subject identification (how are you going to pick your subject from the crowd?) to introduction (what are you going to say to get them interested in taking the survey, and how are you going to explain to them what they are doing?) to how you will handle questions that the test subject might have during the survey (if they ask, \_\_\_\_\_, how will you respond? Since you can't anticipate all questions beforehand, take notes of what question is asked and how you responded to it, for transparency later). The group will collaborate on the creation of the survey document and the script, then each group member individually will be responsible for gathering survey responses (at least 10). Then the group will need to come back together and compile the data for the assignment below.

So to earn the **25 points** for Data Collection Step B, **your group** will need to email to [brett.oppegaard@gmail.com](mailto:brett.oppegaard@gmail.com) by 6 p.m. March 23 the following (and bring hard copies to class):

[ ] A text file that explains what sampling frame your group used, and the methodology you used to gather survey responses, as outlined above, **500 words minimum**.

[ ] An Excel spreadsheet file that shows your data collected in an orderly manner. **At minimum**, this will include:

[ ] The number of respondents (such as N=40)

[ ] The number of nonrespondents (people contacted who declined to participate; if you send out an invitation to all of WSU Vancouver, this number will be the 3,000+ number of students you emailed minus the number of respondents)

[ ] All of the raw data you collected, labeled appropriately

[ ] Any basic descriptive statistics that you can easily create, such as demographics (gender, age groups, etc.; in other words, if you have 40 respondents, you should also be able to say at this point how many of them are female or male, what age groups they fit into, and whatever other basic demographic information you ask, what platform mobile device they have, etc.). Get all of the easy tabulations you can out of the way.

[ ] Start thinking about how you will transfer this information into a research poster, per the Research Showcase guidelines:

<http://admin.vancouver.wsu.edu/academic-affairs/research/research-showcase>

I have started to post resources for poster generation on the class blog, and I will post more soon.

[ ] **Twitter response** to Futura, #pcs\_futura, and **two Twitter responses** to classmates about Futura, will be part of the participation points of class on March 23.

### Readings:

Jenkins.