

# I 214 Sampling and recruiting

January 31, 2013

# Final projects signup

Google doc:

[www.tinyurl.com/214projects](http://www.tinyurl.com/214projects)



**A brief story of a sticky situation...**

Flickr photo from mcfarlandmo

# Sampling and recruiting overview

1. Make a sampling strategy
2. Locate representatives
3. Select participants

Step 1

# MAKE A STRATEGY



## Describe and prioritize audience characteristics

### **Behavioral**

Frequency

Duration

Expertise

Enthusiasm

### **Demographic**

le, age, gender,  
location...

As proxy for other  
characteristics

As necessary filter

As an opportunity

As vehicle for  
collaboration

# Strategies

## Representative

Selection of participants likely to reflect the makeup of the population from which they are drawn

## Purposive

Selection of participants based on characteristics that appear relevant before the study begins

## Theoretical

Iterative redefinition of selection criteria to pursue conceptual development

~~Convenience  
What is easiest~~

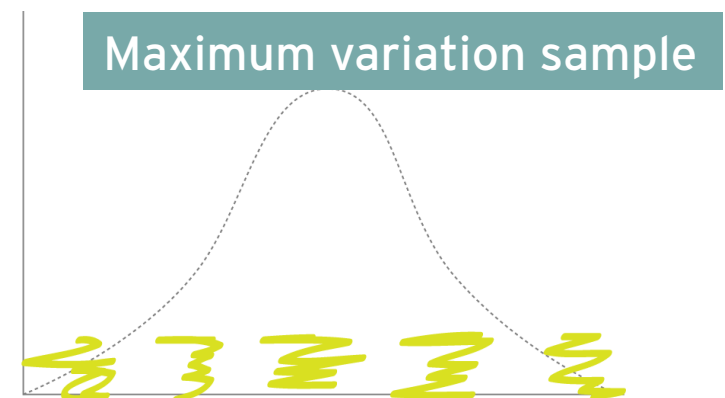
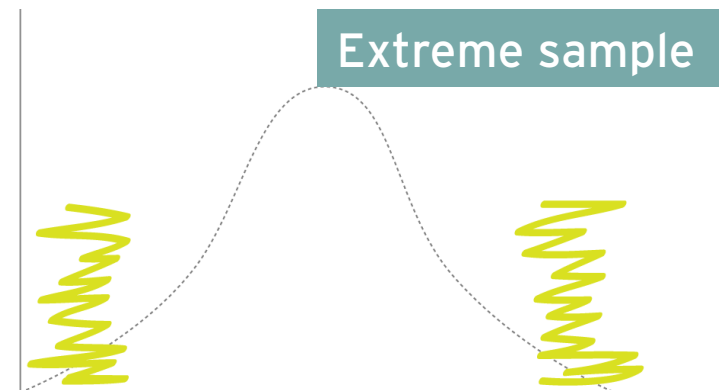
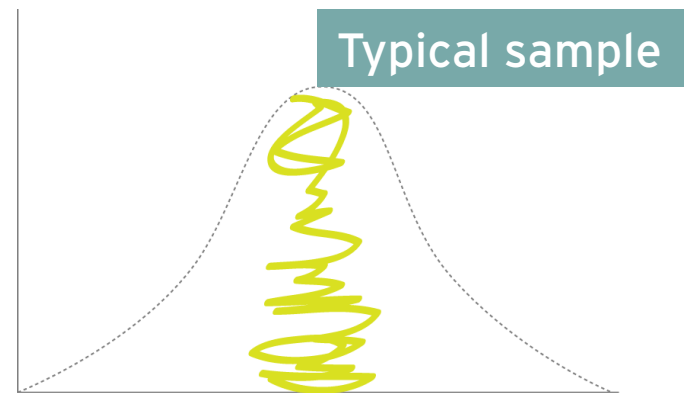
# Common questions for qualitative user research

Extreme vs typical users?

How much variation?

What dimensions matter for stratified sampling?

Political sensitivity?





# Sampling

## Sampling Unit

Person?

Household?

Visit/transaction/action?


## Unit of Analysis

Person?

Household?

Visit/transaction/action?

Technological item?



The image shows a screenshot of a web browser displaying an Apple Store Feedback form. The browser's address bar and tabs are visible at the top. The form has a blue header with the Apple logo and the title "Apple Store Feedback". The main content area is white and contains the following text: "Our records show that you recently visited the", "Your Name: Nancy Van House", "Apple Store Name: Corte Madera, Corte Madera", "Session Date: Tuesday, September 28, 2010", "Topic: Mac", and "Genius First Name: Marco". Below this information is a question "Are these details correct?" with two radio button options: "Yes" and "No". At the bottom of the form is a "Next" button with a right-pointing arrow icon.



# TREKKIE DATING

## SET PHASERS TO...

# FLIRT!

Welcome to a dating community that is light years ahead of others. Find like-minded friends, romance, & convention dates with other Trekkies TODAY!

Let's make a user profile

Step 2

# LOCATE REPRESENTATIVES

# Recruiting is all about tradeoffs

**Do-it-yourself**

Opportunistic

“Friends and family”

Snowball

Advertising

Community outreach

Online

Neighborhood

**Hire a professional**

[CL](#) > [SF bay area](#) > [san francisco](#) > [all community](#) > [general community](#)

[Reply](#) [npxvb-3582841406@comm.craigslist.org](mailto:npxvb-3582841406@comm.craigslist.org) <sup>[2]</sup>

[flag](#) <sup>[2]</sup> : [miscategorized](#) [prohibited](#) [spam](#) [best of](#)

Posted: 2013-01-30, 2:27PM PST

## **Paid Research Studies!**

We are looking for highly qualified individuals to provide ongoing feedback on products and software that are currently in development. The research team would like to have a set group of reliable participants that are ready to provide feedback and opinions, providing credits (cash, gift cards, or software) for study participation. By joining a user panel



# TREKKIE DATING

## SET PHASERS TO...

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Let's make a recruiting plan

# The question of incentives

## Individual level

Subjective interest

Material interest

Economic interest

## Collective level

Representation

Political empowerment

Informing

It is argued that a greater appreciation of these supporting mechanisms is likely to be crucial in examining **how the research process is shaped by the motivations of those who engage**, as well as helping to maintain current levels of research engagement through the development of more positive research relationships.

# Challenges to anticipate

Introducing bias

The wrong people

Managing participation

- Scheduling enough time

- Managing no shows

- Directing traffic

