

Recruitment Section

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Research Question

What compels a person to receive app notifications from a news service?

More specific research questions:

- What compels a person to receive app notifications from a *local* news service?
- How often do users opt out of news app notifications? Why do they opt out?
- Why do users choose to enter the news app upon receiving a notification?
- What kind of content are users seeking to receive from an app notification?

Research Methods To Be Conducted

- Interviews
- Diary Studies

Target Audience

Summary:

The target audience is comprised of people who find value in news app push notifications and use them on a daily basis. Ideally, these are people who use more than one app for news push notifications.

Profile:

A member of the target audience should, ideally, meet the following criteria:

- Speaks and reads English fluently
- Frequently uses smartphone and/or tablet device
- Actively consumes news, whether it's national and/or local
- Receives push notifications from at least one news app

Recruitment Screener

To screen for ideal participants, the following questions will be posed to prospective members of the target audience.

Script:

Here is a script to follow when screening people:

Assumption: The person speaks and reads English fluently.

Opening: Can you answer a few questions for me to see if you would be an ideal fit for a user research study? This will be quick and there are no wrong answers.

Question 1: On average, how frequently do you use a smartphone and/or tablet device?

Ideal answer: The person uses such a device throughout his or her daily life.

NOTE: If the answer to Question 1 is “never,” then skip Question 2 and move on to Question 3. This likely will not be an ideal participant.

Question 2: Do you receive app push notifications? What kind?

Ideal answer: Yes, the person receives app push notifications. Receiving notifications from news apps is ideal.

Question 3: Do you keep up on current events, both local and national? How?

Ideal answer: The person actively consumes news — both local and national — and they do so through a smartphone and/or tablet device.

NOTE: If the answer to Question 1 is “no,” then skip Question 4 and proceed to “Closing.”

Question 4: What kind of news do you consume most?

Ideal answer: Any kind of news works, whether it’s sports, national, local, niche. It doesn’t really matter what kind of news.

Closing: Thank you for answering my questions.

NOTE: If the person fits the criteria for participating in the research study, ask them if he or she would like to participate. If yes, then ask for his or her contact information so you can be in contact.

Plan for reaching out to potential participants

Participants needed:

At least three participants are needed for interviews and three people are needed for diary studies. It may be possible, depending on the participant, to enlist a person to take part in both an interview and a diary study.

Reaching out:

The following methods will be executed when reaching out to potential participants:

- Existing personal contacts will be enlisted if they meet the target audience criteria
- Contacts through friends and coworkers will be enlisted if they meet the target audience criteria
- If needed, a guerrilla method, such as enlisting people at a local coffee shop, will be used

Collect contact information:

Be sure to collect each participant's preferred method of contact, whether it be a cellphone number, an email address, a social media account, etc. He or she will need to be contact to set up a research session.

Plan for managing research session logistics

Here is a timeframe with how and where the interviews and diary studies will be conducted.

Interviews

- Interview participants will be contacted on the first day of the recruitment week to set up a time to meet before the end of the following week.
- Participants will be reminded by his or her preferred method of contact the day before the scheduled meeting to confirm.
- Interviews will be conducted at a home office setting. These will be recorded session — both audio and visual. Each session will take no more than 30 minutes.

(see diary studies on page 5)

Diary Studies

- Diary studies participants will be given a worksheet to help guide log entries.
- Participants will begin conducting the studies immediately after agreeing to participate. They will conduct the study for at least five business days.
- Diary studies data will be returned to the research team leader at the end of week two either in person (hard copy notes) or by email.