

## Time Use Campaign Guidelines

### 1. The Issue:

There have been many reports lately about people spending a large amount of time interacting with technology and the Internet. This raises some questions about time use:

- 1) How do I spend my time?
- 2) Are there groups that spend more time on certain activities than other groups?
- 3) How is my time use similar or different to other Americans?

### 2. Objectives:

Upon completing this campaign, students will have compared themselves to the U.S. population to find how they are similar to and/or different from other people in terms of time use. They will use single and multivariable plots, summary statistics, and frequency tables to find similarities and differences between groups of students, and between students and other residents of the United States.

### 3. Survey Questions: (students will enter data only for the activities in which they participated.)

**Consider Data:** The activity categories students will use to categorize how they spend their time are similar to those employed in the American Time Use Survey (ATUS). The ATU Survey offers nationally representative insights into how Americans allocate their time. Before students begin collecting data, it is important to discuss different activities in their day and how they might be classified. A class consensus of the meaning of the variables must be reached so that proper analysis and interpretations can be made.

**Note:** Students cannot double dip their time. For example, if they read during class, then those minutes spent reading do not count towards "read" but instead toward "school".

Students will respond to the following questions:

Prompt	Variable	Data Type
For which day are you collecting data?	day	ordinal category (integers 1-10)
What activities did you participate in?	activities	n/a
a. How many MINUTES did you sleep?	sleep	number
b. How many MINUTES did you spend eating/drinking?	meals	number
c. How many MINUTES did you spend in classes at school?	school	number
d. How many MINUTES did you spend doing homework?	homework	number
e. How many MINUTES did you spend working at a job?	work	number
f. How many MINUTES did you spend grooming yourself?	grooming	number
g. How many MINUTES did you spend traveling/commuting?	travel	number
h. How many MINUTES did you spend doing household chores?	chores	number
i. How many MINUTES did you spend watching television (includes streaming)?	television	number
j. How many MINUTES did you spend playing video games?	videogames	number
k. How many MINUTES did you spend participating in sports/exercise/physical activity?	sports	number
l. How many MINUTES did you spend reading (not for class)?	read	number

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m. How many MINUTES did you spend communicating (includes texting, emails, video and voice calls)?	communicate	number
n. How many MINUTES did you spend socializing (outside of class, in person)?	socialize	number
o. How many MINUTES did you spend on a spiritual activity?	spiritual	number
p. How many MINUTES did you spend purchasing items online or in a store?	purchases	number
q. How many MINUTES did you spend on hobbies/volunteering/leisure/extra-curricular activities (excluding sports and physical activity)?	extra	number
r. How many MINUTES did you spend on social media?	social_media	number
AUTOMATIC	location	lat, long
AUTOMATIC	time	time
AUTOMATIC	date	date

**When should you take the survey?** It is recommended that students keep a log of their time and submit one survey at the end of each day, accounting for every minute of each day of the campaign. It might be helpful to split the log into three intervals where students pause and think about what they did before school, after school and in the evening. Once the log is complete and accounts for all 1,440 minutes of their day, students should then submit the survey corresponding to that day.

**How long?** At least five days (maximum of ten days). Ideally, two of these days would include a weekend.

### 4. Motivation:

Use the <https://archive.nytimes.com/www.nytimes.com/interactive/2009/07/31/business/20080801-metrics-graphic.html> Interactive Time Use graphic to explore how Americans spend their time.

After the first day, monitor the data collection and ensure that each student has submitted a survey for Day 1.

Discuss data collection issues. What makes it hard? Does this affect the quality of data?

### 5. Technical Analysis:

RStudio and American time use interactive graphic.

Single/Multivariable plots: histograms, bargraphs, scatterplots, etc.

Numerical summaries: mean, median, MAD, standard deviation.

Frequency tables: One and two-way tables.

### 6. Guiding Questions:

- 1) On average, how long do students think they spend on homework?
- 2) Are certain activities that take up most of the time in our day?
- 3) Are there groups of students who spend their time similarly to one another?

### 7. Report:

Students will complete a practicum in which they answer a statistical investigative question based on the Time Use data collected.