Participant Characteristics, Recruitment and Screening

User Profile

My typical or primary users are high school students and college underclassmen majoring in veterinary technology or animal science who want to work with animals; for example, as veterinarians, as veterinary technicians, or as veterinary researchers. Secondary users are those users who may be required to use my application as part of their on-the-job training, for example, veterinary technicians working in a veterinary hospital. Tertiary users may be parents, teachers, libraries, and veterinary hospitals who will select the application for use; for example, in their home, school, or workplace.

Participant Characteristics

Deciding Who Should be the Participants

I will focus on primary users only. I would like to recruit biology or animal science students who fit my primary user description. But, since that definition may be too restrictive, I will also consider individuals who are biology majors or a related discipline, and have knowledge of anatomy and physiology (not necessarily a specific course in anatomy and physiology).

Characteristics of Participants

Characteristics all participants share:

- biological science majors
- undergraduate level
- have a knowledge of anatomy and physiology
- computer literate

Characteristics that may make a difference between users:

- Experience using the internet to find information relevant to anatomy and physiology
- Anatomy and physiology coursework completed
- Computer literacy – novice, intermediate, expert
- Use of eLearning applications

I will ask about these items in a questionnaire at the time of testing.

Sub Groups

Initially, I was going to work with six participants, but have limited it to two. This section; therefore, will not apply.

I will strive to recruit two subgroups with **three participants** each with the following characteristics:

Sub Group Number	Characteristic 1 Undergraduate Major	Characteristic 2 Use internet to find anatomy and physiology information
1	Biological Science	No experience
2	Biological Science	Experience

Sub Group 2 will include participants who have used the internet within the last six months to find information on anatomy and physiology. If I find in my recruiting that none of the recruits have this experience; or conversely, all of them do, I will work with one group of six.

Participant Recruitment

I plan to recruit participants from schools that offer undergraduate majors in the biological sciences, such as Ramapo University in Mahwah; NJ, William Paterson University in Wayne, NJ; and the School of Medicine and Dentistry, and Rutgers, both in Newark, NJ. I will post my recruitment ad on the university websites as well as on Craig's List.

I plan to use a conference room at NJIT to conduct the interviews.

Compensation will be small; for example, a gift card at Starbucks or Barnes and Noble.

Advertisement

To include the following information:

Type of website, looking for people to help me find out how easy my website is to use.

They will be helping me by evaluating the website

They will come to NJIT

Environment of test – no video, no recording. Ask participants to think out loud as they work so I can hear how the product works and what they think of it.

How long the test will take

The incentive

Participant Screening

Screening Questions

I will talk on the phone with each of the respondents to ensure they match the Participant Characteristics and are willing to adhere to the study conditions.

Screening questions I plan to ask are:

Screening question	Screening Criteria
Current academic major	Must be a biological sciences major
Current academic level	Must be undergraduate
Knowledge of Anatomy & Physiology?	Must be yes
Use of a computer	For demographics only, except those with no computer knowledge will be excluded
Use of the internet to learn about anatomy and physiology and how often	For assignment to sub group
Willingness to sign a basic nondisclosure agreement	Must agree in order to participate
Willingness to think out loud	Must agree in order to participate

Screening Script

Once I know what my test schedule will be, I will call those who have responded to my ad and screen them using the following script. During the same phone call I will set up a time to meet.

According to Dumas and Redish, a 10% no show rate is common. This means that at least one person will not show up; therefore, I plan to recruit at least three people.

Introduce myself

How I got their name and number

Ask if they have a few minutes

Tell them briefly about the project

If they are willing, ask the following questions…

Number	Question	Answer
1.	What is your major? Major _____	If in the Biological Sciences, go to 2 Otherwise, say "Thank you for your interest, but I'm focusing on people with a major in the Biological Sciences."
2.	What year in college are you?	If Undergraduate, go to 3 Otherwise, say "Thank you for your

	Year ____	interest, but I'm focusing on undergraduates."
3.	Do you have knowledge of Anatomy and Physiology? Yes No	If yes, go to 4 Otherwise, say "Thank you for your interest, but I'm focusing on people who have a knowledge of anatomy and physiology."
4.	Do you use a computer? Yes No	If yes, go to 5 Otherwise, say "Thank you for your interest, but I'm focusing on people who use a computer."
5a.	Have you used the internet to find information relevant to anatomy and physiology? Yes No	Go to 6
5b.	Have you done so within the past six months? Yes No	
6.	Would you feel comfortable talking out loud as you work? Yes No	If yes, go to 7 Otherwise, say "Thank you for your interest, but since part of the exercise will involve thinking out loud, I need participants who are comfortable doing so."
7.	Would you be willing to sign a simple nondisclosure agreement? Yes No	If yes, go to 8 Otherwise, say "Thank you for your interest, but since this is a new idea, I need participants to sign a non disclosure agreement."
8.	Fits the profile: Confirm name, telephone number, email Schedule a time tell them how long exercise will take	

Tell them the place
Remind about the incentive
Ask if any questions

Post Screening Email

Shortly after the screening, I will write each participant an email to confirm their appointment. The email will contain the following information:

Thanks for agreeing to participate

Date and time

Where – include map and directions

How long will be with me

Purpose of the test

Think out loud

Incentive

Name and number to call for questions or to reschedule

Reminder Call

A day or two before their scheduled time, I will call each participant to remind them of the appointment and give them a chance to ask questions. If need be, I will also reschedule those participants who cannot keep the original appointment.

Ethics

I will abide by the ethical and legal considerations in Chapter 3 with regard to the participants (anonymity, informed, etc.) and data collection and use. Since the subject matter is my idea, I will ask the participants to sign a basic confidential disclosure agreement.