

A2-Emperical Research Plan

CSC318

LEC 0201: Fanny Chevalier

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Equitech

Description

Problem space/target audience: Matching volunteers with organizations based on their personal preferences and the organizations needs. The target audience for the problem space will be people of various ages. The target in general is the broad community of the city of Toronto.

Goals of research and plans for research: The goal of the research is to understand the mindset of volunteers/potential volunteers. It is to understand what the public thinks of volunteering for social causes and what they think can be done to make the kind of organizations they want to contribute to more known to them.

Recruitment plan: We plan to post messages on social media explaining to the public about what our group is trying to achieve. I am also part of a club on the University of Toronto campus which helps homeless people on the streets of Toronto and I plan to interview the volunteers there.

Interview Script

Intro: I am computer science undergraduate student at the University of Toronto and as part of course project my group is currently conducting a research if digital technologies could help narrow down the communication gap between non profit organizations and the general public and stimulate the volunteers/potential volunteers to make organizations they want to contribute to more available to them according to their availability and the extent to which they want to contribute.

Warm-up

What is your name?

How many years of volunteering experience do you have?

Main-Body

1. What is your opinion on volunteering and non profit organizations?
2. As a member of the community, what are the challenges you face in terms of connecting/looking up organizations that you want to contribute to?
 - Note about this question: At this point the person being interviewed will state a few points and I will ask them to elaborate by saying "Tell me more" and ask them follow up question as to whether time management influences their decisions to volunteer or not as the people who can interviewed can be student to old age people who with different kind of schedules. Old people would typically have more flexible schedule
3. What kind of volunteering/social causes are you interested in contributing to?

4. Do you have concerns on the legitimacy of non profit organizations?
Again I will ask them to tell me more and elaborate on their points and possibly ask questions based on the points they make
5. What is your primary source of receiving advertisements/ communication from non profits?
6. In your opinion how do you feel about technology playing a role in bridging a gap between the public and non profits?

Cool-down:

Which organizations have you heard about?

Wrap-up/Closure

Thank you for your time and your input will be considered when we try and develop a solution to the problem at hand. Thank you so much for your time.

Protocol Description

1. **Project Title:** Interviews of the general public who are volunteers/want to be volunteers.
2. **Investigator:**
Som Mathur: som.mathur@mail.utoronto.ca
3. **Purpose:** The purpose of our research is to understand how volunteers want to be connected with non profit and potentially understand more on the communication gap can be bridged using digital technology.
4. **Process to be followed:** We will brief the participants about the purpose of the study, explain the consent form to them, and ensure that they sign the consent form. We will then engage the participants in a 10-15-minute interview. We will conduct the interview in an environment they are comfortable to receive the best possible answers.
5. **Participant selection:** Participants will be chosen from non profit organizations and also for people who express a keen interest in the problem we are dealing with. In general, they will be characterized by their interest in volunteering, contributing to social causes and hopefully the people we interview will be from a diverse range of fields in order to fully cover the scope of the problem.
6. **Risk and benefit:** There will be minimal risk to the participants, for example that they feel that they have wasted their time. The only benefit will be to contribute to the education of the investigators. Participants are free to withdraw before or at any time during the study without the need to give any explanation.
8. **Consent details:** We will brief the participants about the purpose of the study, and explain the attached consent form to them, and ensure that they consent to participate and sign the consent form.
9. **Compensation:** Participants will receive no compensation.

10. **Information sought:** The information to be sought is described in the attached in the interview script and description in the previous sections.

11. **Confidentiality:** Information will be kept confidential by the investigators. Names or other identifying or identified information will not be kept with the data. The only other use will be to include excerpts or copies in the assignment submitted, but names and other identifying or identified information will not be submitted.

Consent Form

Consent Form: Interviews of

I hereby consent to participate in a research study conducted by Som Mathur for an assignment in University of Toronto Computer Science 318, *Design of Interactive Computational Media*.

I agree to participate in this study the purpose of which is understanding the mindset of the public and how they can be better connected to non profits based on their personal preferences and availability.

I understand that:

- I will receive no compensation for my participation.
- I am free to withdraw before or any time during the study without the need to give any explanation.
- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

PARTICIPANT

Name (please print) _____

Signature _____

Date _____

INVESTIGATOR(s)

Name _____ Signature _____