PREDICT 402

Survey Design & Implementation – Draft Sampling Plan and Draft Survey Submission

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# Sampling Method:  Stratified Random Sampling

We will use a Stratified Random Sample, drawn from the respondents to our in-take survey.  The survey invitation will go out to the entire staff and student population of the University via multiple channels: the daily University newspaper, social media, posters in the Student union and around-campus advertising, asking for participants.  The University population (staff and students) is approximately 15,000; we are targeting a 5% response rate, split into 6 primary strata (yellow), with a possible additional 4 strata (gray) as shown below:

Strata are:

|  |  |  |  |
| --- | --- | --- | --- |
| Age | Male | Female | Decline identify |
| 18 - 29 |  |  |  |
| 30 - 49 |  |  |  |
| 50+ |  |  |  |
| Decline to identify |  |  |  |

In-take surveys will be used to establish whether a person meets the criteria for the survey, and if so, to identify their strata. These surveys will be in the form of web forms as will subsequent surveys to collect follow-up data.  Follow-up surveys will have a mobile-friendly web design, allowing responses from phones or PCs.  The web surveys will conform to Accessible Web coding standards, allowing inclusive participation.

The same number of participants will be selected for each of the 6 primary strata; the goal is to have at least 100 people per strata.

Data from the 4 secondary strata will be collected opportunistically and analyzed to see if there are indicators of unique differences in those groups relative to the 6 primary strata.

Since this investigation is on the perception of time, which is a universal human experience, the risk of bias from sampling only the university population is considered negligible.

# Survey Questions

The study will utilize 3 surveys. The first is an “in-take” survey, it has 2 sections. In Section I the respondent’s eligibility is established, and in Section II the strata they fit into is identified.

The second survey is the baseline data collection survey. It is collected once before participants install the tracking app. In addition to the number of active minutes, participants are asked to rate for confident they are in the estimate.

The final survey is filled in daily by participants, either on their phones or PCs, for the duration of the study period. [Note: During the study period, the app will not show participants their actual number of active minutes, but at the end of the survey, that data will become visible to the participants.]

## In-take Survey

#### **Section I**

Do you own any of the following? (select all that apply)

* iPhone 4 or later
* Android phone (Samsung Galaxy S, or later)
* Google Pixel phone
* I do not own a smartphone

How many hours a day (on average) do you carry your phone?

* 0 - 4
* 4 - 8
* 8 - 12
* 13 or more

Are you willing and able to install a custom app and allow its data to be sent to the research team for the entire length of the study?

* Yes
* No
* Maybe or can’t decide

Are you willing and able to carry your phone with you a minimum of 12 hours a day, every day, for the entire length of the study?

* Yes
* No
* Maybe or can’t decide

#### **Section II**

Do you gender identify as:

* Female
* Male
* Prefer not to say

Your age range:

* 18 - 29
* 30 - 49
* 50 or older
* Prefer not to say

## Baseline data collection survey:

Please fill in the table below with total of your estimates for your daily number of active minutes:

|  |  |  |
| --- | --- | --- |
| **Day of the week** | **Total Active Minutes**  **(whole number)** | **Confidence in estimate**  **(percent confident)** |
| **Monday** |  |  |
| **Tuesday** |  |  |
| **Wednesday** |  |  |
| **Thursday** |  |  |
| **Friday** |  |  |
| **Saturday** |  |  |
| **Sunday** |  |  |

## The Daily Survey

How many total minutes do you estimate you were active today?  Enter a whole number

|  |
| --- |
|  |

How confident are you in that estimate? Enter as a percentage from 0 - 100%

|  |
| --- |
|  |