

Group Project Protocol Guide

Due: Thursday 2/22

15 points

What is a Protocol:

The research protocol is a step by step description of the procedures for data collection. It is the tool with which researchers ensure that every participant is treated in the same manner so that studies do not become confounded.

What should be included?

For Human Subjects Research you will need following:

1) Recruiting Instructions

- Experimentrix Number & Password
- Description of Study that will be posted on Experimentrix
 - What will participants be asked to do
 - Estimated Time
 - Number of Credits offered
- How far in advance will experiment sessions be posted on Experimentrix
- Where will sessions take place, What is the seating capacity, and How and When will Room Reservations be made?
- Who will be responsible for obtaining the list of participants for each session.

2) Instructions for Preparing Data Collection Sessions

- List of Materials Required for each session
- Master list for Randomization orders (generate this in excel or use table of random numbers).
 - For experiments you will need the list to randomize the treatment/control groups.
 - For surveys you will need to randomize the order that the questionnaires appear in (2-3 orders max for this project).
- Fully describe any equipment or procedures that need to be set up before participants arrive and the estimated amount of time needed to do this.

3) Description of Procedures and Session Scrip

- Introduction to the Study
- Directions for Informed Consent
- Directions for completing the study - including complete descriptions of the procedures that will take place in a stop, by step approach.
- Debriefing and Thanks

4) Steps for Storing Data and Consent forms

- Where will data be kept.
- Where will consent forms be kept.
- How will problems be noted.
- How will Extra Credit Be Assigned.

5) Copies of all Materials

- Randomization Lists
- Copies of the Consent & Debriefing Form.
- Copies of All Questionnaires (in final version that participants will complete).
- Copies of All Data Recording Sheets

For Content Analysis you will need the following:

1) Fully Describe the Source of the data:

- What medium will be analyzed?
- What is this source of data an operationalization of?
 - What do the different media being compared represent with respect to the different levels of the Independent Variable?

2) Description of how the Media will be Sampled

a. Sampling procedure

- Time Period and Media Population from which media will be drawn?
 - e.g. week of March 4th - 11th: all one hour drama/comedy-drama television shows appearing during prime time (8-11 eastern DLS time) on the following television Networks (ABC, CBS, NBC).
- Manner in which media sample will be obtained?
 - e.g. each 1 hour block will be assigned an ID #. 10 ID #s from each network will be randomly selected using a random number sorting procedure conducted in Microsoft Excel 2006. Hour blocks that do not present drama/comedy drama shows will be excluded and a new block will be selected. A total of 30 shows will be sampled.

b. Recording Medium, Storage medium, Cataloging System?

- VCR, Beta, DVR (e.g. tivo), DVD-rw (+/-), other method.
- Stored on VHS tape, DVD, Computer Hard Drive
 - For Digital Data what compression rate/ppi rate/file size will be used.
- How will each media sample (e.g., television show) be referred to?

c. Final Sample Selection Procedures / Redundancy culling.

- What is unit of analysis - whole show? X-minute segments of each show randomly sampled?
- How will redundant elements (e.g., the same show, same episode sampled twice) be dealt with.

d. Procedures for distributing the final sample to coders.

- e.g., medium, total sample vs. part of sample, original sample vs. copies of sample.

e. Equipment Needed

- What equipment will be used
 - where will this equipment come from
 - where will the coding be done
 - is there necessary equipment that still needs to be obtained.
- How many tapes/dvds/? Will be required.
 - Estimated Cost?
 - Source of Funding?

3) Description of the Coding Scheme, rater training, and how issues of inter-rater reliability will be addressed.

- Coding Scheme

- What will be coded for?
 - Quantitative Coding - Number / Frequency - events, behaviors, types of people
 - Qualitative Coding - Categorizing / Rating events, behaviors, types of people based on what they mean, imply, or indicate with respect to a Dimension of Interest
 - See Sample Coding Scheme

- Coding Rules - What scores are assigned to what events, behaviors, or types of people.
 - Sampling Unit - When will score be assigned - how long is the sample unit (1 score a minute, 1 score every 10 seconds, 1 score per episode).
 - Rater training -
 - Number of Coder
 - What % of the media samples will be used to train coders (10% is minimum)
 - % agreement required for independent coding. (Kappa and Interclass Correlations)
 - Inter-rater Reliability
 - % of non-training sample that coders will overlap (20% is standard)
 - Minimum Acceptable Agreement (Kappa and Interclass Correlations)
- 4) Copy of Coding Sheets - 1 data sheet for every media sample (e.g. episode or part of episode being evaluated).