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The Research Lab Usage Guide



*College of Journalism and
Communications*

University of Florida

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(Draft Oct. 2009)

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Overview

Welcome to the research lab in the College of Journalism and Communications. This lab is located in Weimer 2052 and designed to support the research needs of the faculty and graduate students in the College. Equipped with a projector screen, digital recording devices, IP phones, and 22 research stations, including both desktop and laptop computers, the research lab provides the tools for conducting both quantitative and qualitative research.

Please see the following information on contents of the lab as well as instructions for lab usage, scheduling, procedures, and contact information.

Research Software Available

Eight software programs are available in the research lab. Please visit the Research Division website (www.jou.ufl.edu/research) for additional information about specific programs or downloading the software manuals.

- ***Amos (<http://www.spss.com/AMOS/>):*** Amos is one of the most powerful and easy-to-use structural equation modeling (SEM) software. Using Amos, you specify, estimate, assess, and present your model in an intuitive path diagram to show hypothesized relationships among variables. Amos enables you to build models that more realistically reflect complex relationships with the ability to use observed variables such as survey data or latent variables like “satisfaction” to predict any other numeric variable. Structural equation modeling, sometimes called path analysis, helps you gain additional insight into causal models and the strength of variable relationships.

With Amos, you can perform estimation with ordered-categorical and censored data, enabling you to:

- Create a model based on non-numerical data without having to assign numerical scores to the data
- Work with censored data without having to make assumptions other than normality

The Amos program is installed in four desktops (RSC-01, RSC-02, RSC-03, and RSC-04) in the research lab.

- **Atlas.ti (www.atlasti.com)**: Atlas.ti is a powerful workbench for the qualitative analysis of large bodies of textual, graphical, audio and video data. It offers a variety of tools for accomplishing the tasks associated with any systematic approach to “soft” data—i.e., material which cannot be analyzed by formal, statistical approaches. For example, it provides coding functions for text, image, audio and video materials, searches for textual patterns, performs semi-automatic coding with multi-string text search and professional pattern matching, and exports project data to other programs for further analyses. In essence, Atlas.ti consolidates large volumes of documents and keeps track of all notes, annotations, codes and memos in all fields that require close study and analysis of primary material consisting of text, images, audio, or video data. In addition, it provides analytical and visualization tools designed to open new interpretative views on the material.
- **Biopac (www.biopac.com)**: Biopac System is a physiological measurement system that provides data of physiological responses (e.g., heart rates and galvanic skin responses) to stimuli. It is an important tool to measure the cognitive effects of media content/messages through physiological means. The interest in what happens inside the human black box during and after exposure to a mediated stimulus has led to an interest in and use of physiological measurements in mass media research. Physiological measurements (e.g., heart rates to index attention and emotion and galvanic skin responses to index level of arousal with a stimulus) allow the measurement of physiological changes in real time, during exposure to the message. They also provide an alternative method to gauge cognitive reactions to a message instead of relying on subjective reports from people trying to describe how they felt. Physiological data can be used to inform research that is interested in the effect messages have on persuasion, attitude change, learning and comprehension, feeling of entertainment, feeling of immersion etc. It can be suitable in studies done on messages of different genres, advertising, news, public relations, video games, etc.
- **Diction (Dictionsoftware.com)**: Diction 5.0 contains a series of built-in dictionaries that search text documents for five main semantic features (Activity, Optimism, Certainty, Realism and Commonality) and 35 sub-features (including tenacity, blame, ambivalence, motion, and communication). After the user’s text is analyzed, Diction compares the results for each of the 40 dictionary categories to a "normal range of scores" determined by running more than 20,000 texts through the program. Users can compare their text to either a general normative profile of all 20,000-plus texts or to any of 6 specific sub-categories of texts (business, daily life, entertainment, journalism, literature, politics, scholarship) that can be further divided into 36 distinct types (e.g., financial reports, computer chat lines, music lyrics, newspaper editorials, novels and short stories, political debates, social science scholarship). Diction also outputs raw frequencies (in alphabetical order), percentages, and standardized scores; custom dictionaries can be created for additional analyses.
- **LISREL8.8 (<http://www.ssicentral.com/>)**: LISREL (linear structural relations) is a statistical software package used in structural equation modeling (SEM). SEM allows researchers in the social sciences, management sciences, behavioral sciences, biological sciences, educational sciences and other fields to empirically assess their theories. These theories are usually formulated as theoretical models for observed and latent (unobservable) variables. If data are collected for the observed variables of the theoretical model, the LISREL program can be used to fit the model to the data.

Today, LISREL for Windows is no longer limited to SEM. The latest LISREL for Windows includes the following statistical applications.

- LISREL for structural equation modeling.
- PRELIS for data manipulations and basic statistical analyses.
- MULTILEV for hierarchical linear and non-linear modeling.
- SURVEYGLIM for generalized linear modeling.
- CATFIRM for formative inference-based recursive modeling for categorical response variables.
- CONFIRM for formative inference-based recursive modeling for continuous response variables.
- MAPGLIM for generalized linear modeling for multilevel data.

The LISREL program is installed on the computer RSC-01 in the research lab.

- **MediaLab (www.empirisoft.com)**: MediaLab is a research software for designing and executing computerized experiments. It is available for the Windows PC with the capabilities of multimedia presentations. Users can easily create questionnaires and multi-media experiments with a variety of question formats. With MediaLab, participants can be administered different stimuli and different dependent measures and in different orders depending on the experimental condition. MediaLab allows for a wide variety of input including multiple choice responses, fill-in-the-blanks, essay-type open ended responses, thought and recall listings, and even ratings of one's own open-ended responses. MediaLab data files can be analyzed immediately in either Excel or SPSS.
- **Spector Pro 6.0 (spectorsoft.com)**: Spector Pro is a PC monitoring software. Specially, it provides the following functions:
 - **Email recording**: It records all email sent or received in almost every email client available. Messages can be sorted by Sender, Recipient, Subject or Date/Time.
 - **Chat / Instant message recording**: It records both sides of chat and instant message conversations in AOL chat rooms, AOL Instant Messenger, ICQ, MSN Messenger and Yahoo Messenger.
 - **Keystroke recording**: It records every keystroke and also the date and time the keystrokes were typed, what application they were typed in and who was logged in when they were typed.
 - **Web site recording**: The URL of every web site that is visited is recorded and stored in chronological order. It lets you view details such as Time of Last Visit, Duration of Time on the Web Site, Active Time on Web Site and Total Number of Visits to the Web Site.
 - **Peer-to-peer recording**: It reports what P2P searches are taking place and what has been downloaded.
 - **Snapshot recording**: It can periodically capture a screen shot of the entire screen and save it as a graphic image.
 - **Keyword detection**: It lets you specify keywords to watch for. If any of the keywords are detected as being typed or received, the Snapshot Recorder increases in frequency to capture the activity.
- **Qualtrics (www.qualtrics.com)**: With Qualtrics research suite you can create a survey easy and fast, and it still handles the most sophisticated questions. Qualtrics is a leader in market research and enterprise feedback management. They provide a flexible and robust research tool designed to keep the research process simple and professional. The Qualtrics Research Suite keeps the research process in-house and provides exceptional survey design, innovative distribution, professional analysis and real-time reports.

Qualtrics offers integration among faculty, students and administration providing all areas with the functionality of the tool. There are no restrictions to the number of users, because Qualtrics pricing is based on a year license.

- ***WinCati (www.sawtooth.com)***: Wincati is the most widely used software in the world for computer-assisted telephone interviewing (CATI). It basically uses computers to automate the key activities of a telephone interviewing facility. Some of its functions include questionnaire authoring/administration, sample/call management, quota control and call disposition monitoring, summary statistics and two-way cross tabs, data coding and editing, and direct data and label exporting to analysis systems.

Lab Equipment and Configuration

The research lab is configured to enable the maximum degree of flexibility, making the lab usable for faculty members conducting surveys, experiments, focus groups and other types of research.

The following is a list of equipment available in the lab:

Furniture

- 4 individual workstations for desktop computers
- 4 keyboard trays
- 9 (24"x60") work tables
- 22 task chairs with adjustable arms, casters

Computers

- 4 Dell desktop computers w/optical mouse
- 18 Dell laptop computers

Telephone interviewing equipment

- 20 Voice-over-Internet phones with USB headsets

Video cameras/audio recorder

- 2 Sony EVI-D70P robotic video cameras (this color video camera has a remote pan/tilt/zoom operation with an 18x optical zoom lens mechanism)
- 2 EVI control cables
- 2 CM-70B ceiling mounts for cameras
- 1 conference microphone

Rear Projection TV & DVR

- 1 Sony SXR2 XBR2 70"
- 1 HD-compatible digital video recorder/player

Lab Usage Policy

The research lab may be used for research purposes only. It may not serve as a teaching lab. It may, however, be used for faculty demonstration of research software to students.

1. The primary users for the research lab are faculty and graduate students. Undergraduate students may request lab use only through a faculty supervisor.
2. The principal researcher will need to cancel his/her reservation at least 48 hours prior to the reserved time through an online system or, if the online system is unavailable, by email to the research lab personnel if there is no longer a need for the use of the research lab.
3. Consistent failures to cancel reserved lab time when the research lab is no longer needed for the specified time may lead to suspension of lab privileges.
4. All faculty and students are advised to attend a lab orientation before their first use of the lab. This may familiarize the researchers with the equipment and software that are available for use.
5. Faculty and students are encouraged to schedule their research lab activities at the beginning of each semester.
6. Each research project will have a 500-page limit for printing. Once this limit has been exceeded, the PI will need to contact ITS staff to have the limit increased.
7. Researchers reserving the lab for consulting projects will be assessed a lab usage fee to be determined by the senior associate dean and dean.
8. All PIs will be notified of the purge of data stored in the lab at the end of each semester.
9. No research project may block more than 30 hours of exclusive research lab time per month unless special arrangements are made prior to the beginning of the project.
10. The scheduling process will be on a first come, first serve basis with priorities breaking ties within a certain time period (see below). Following are the scheduling priorities:
 - a) Faculty members have priority over graduate students.
 - b) PhD students have priority over master's students.
 - c) Master's students have priority over undergraduate students.
 - d) Research projects have priority over faculty demonstration of research software.
 - e) Reservations may be pre-empted based on the scheduling priority with at least a seven-day lead time. Please contact the Research Division as soon as possible if you wish to pre-empt an already reserved schedule so the contact person of the pre-empted project can be notified.
 - f) Research projects that involve pre-scheduled outside participants (research subjects) may be pre-empted only after a meeting between the PIs and the associate dean for research is held and with at least a two-week lead time.
 - g) Graduate students have priority over all others between 10 p.m. and 1 a.m. Monday through Thursday and 7 p.m. to 1 a.m. Sunday.

Lab Supervision, Security, and Data Policy

Monitoring and Supervision

1. The PI will provide a list of authorized personnel for lab usage to the research division as part of the online research project registration process. While faculty's Gator 1 cards

already provide access to the lab, students' Gator 1 cards will need to be activated by the IT staff to provide access to the lab.

2. Authorized student lab users will be granted up to a one-semester card access to the research lab. At the end of each semester, PIs will be notified and asked to review the listing of authorized personnel to indicate to extend access or remove access to the research lab for the coming semester.
3. Maintenance of the research lab supplies of paper for printing and other routine supplies and updates will be the responsibility of the research division. However, funds for excessive paper usage and other supplies should be taken from other designated funds associated with the research project.
4. In the case that problems arise while using the research lab, authorized lab management personnel first should contact the research project PI. Equipment problems are to be reported to the technology support staff.
5. Please contact Research Lab Assistant in the Research Division at researchlab@jou.ufl.edu for scheduling conflicts/questions.

Security and Safety Issues

The research lab will be secured with an authorized card activated access system and in room surveillance camera at all times.

1. Maintaining a current listing of authorized personnel for each project ID will be the responsibility of the PI.
2. Securing proper University of Florida Institutional Review Board approval and protecting the anonymity of participants and data will be the responsibility of the PI.
3. Any theft or suspicious activities will be reported immediately to the proper authorities.

Data Storage and Acceptable Use Policy:

1. The research lab will not serve as a permanent long-term data storage facility. Determining a process for data storage and backup system is the responsibility for each research project's PI. At the end of each semester, advance notice will be given to all research project PIs when short-term data folder erasures will be conducted.
2. Research project PIs are responsible for informing and assuring that other authorized management personnel follow the guidelines of the University of Florida's Acceptable Use Policy and the Institutional Review Board's policies.

Lab Scheduling Procedure

Scheduling Responsibility: The research division will be responsible for managing the lab reservation system. Appeals regarding scheduling conflicts and/or lab scheduling/usage policy violations will be resolved in consultation with the senior associate dean.

Lab Scheduling Procedure: All faculty and students who are interested in using the research lab for his or her research projects should reserve the lab time and specific facility/equipments through the following procedure:

Step I: Online Registration of the Research Project

The principal researcher/investigator (PI) of the project will first complete an online registration form through this process:

- a. Log in to the research project registration site at www.jou.ufl.edu/research/register using Gator 1 ID/password or JOU college network ID/password.
- b. Complete the registration form including the following information.
- c. Title of the project.
- d. Brief description of the project.
- e. Name and position of the PI (e.g., faculty, Ph.D. student, etc.).
- f. Funding status of the project: (externally funded, internally funded, or unfunded; include funding number if funded).
- g. Tentative research facility/equipment and software to be used.
- h. Anticipated beginning and end date/length of time for the project involving the lab.
- i. Number of human subjects to use the lab if any.
- j. Designated contact person and his/her contact information.
- k. Names and UFIDs of the personnel authorized to use the lab. This information is needed to activate project personnel's Gator 1 cards for access to the lab (note that faculty's Gator 1 cards already provide access to the lab).
- l. A project ID will be generated automatically after the registration. Please keep a record of this ID for the reservation of lab facility.

Step II: Online Reservation of Research Lab Facility

The project contact will be notified by email as soon as the registration information is transferred into the online lab reservation system – EMS (at this time, the data can only be transferred manually so please allow for at least 24 hours for the process to complete). The PI can then use the login information provided in the confirmation email to reserve the lab online at emsweb.jou.ufl.edu/VirtualEMSLite. The following information will be needed:

- a. Project contact's email and password (in the initial registration confirmation email) to log in to the reservation system. Please change your password the first time you log in.
- b. Day and time requested (you may click on "Browse" to see currently available time/space or "Search" to directly go to your desired time periods).
- c. Number of attendance (people at the lab). The maximum number is 22 at one time.
- d. Event name (i.e., your research project title) and event type (i.e., survey, data analysis, etc.).
- e. Computing facility (i.e., work stations) and resources (i.e., large screen TV, DVR, etc.) requested (Click on "Search" to see all available workstations at a desired time and reserve the ones that you need. They are listed individually and by groups). Resources options will appear during the checkout stage after you have selected your workstations/room options.

Important Notes:

- f. If data storage is requested, you will be notified by email with the L drive location as soon as the IT staff set up the storage space for your project. All listed authorized personnel will have the access to the storage space.

- g. Make sure that you reserve “all lab with room reconfiguration” If you need to re-arrange the lab space/workstations.
- h. Please try out your Gator 1 card to make sure that you have access to the lab at least 2-3 days before your first reserved lab time. Contact the ITS personnel at its@jou.ufl.edu or Weimer room 3028 as soon as you can if your Gator 1 card fails to open the lab door.
- i. Please use the login IDs, [subject01](#) to [subject22](#), if your subjects need to use the lab laptops. The password is [subject](#) for all logins.

Lab Operating Hours

The research lab hours are consistent with the operating hours of other computer labs in the college. Please note that the research lab is closed on Saturdays.

| Day | Opening Hours |
|-----------|------------------------|
| Monday | 8 am – 1 am (Tuesday)* |
| Tuesday | 8 am – 1 am (Tuesday)* |
| Wednesday | 8 am – 1 am (Tuesday)* |
| Thursday | 8 am – 1 am (Tuesday)* |
| Friday | 8 am – 10 pm |
| Saturday | closed |
| Sunday | 1 pm – 1 am (Monday)* |

*Graduate students have priority over all others between 10 p.m. and 1 a.m. Monday through Thursday and 7 p.m. to 1 a.m. Sunday.

Lab Personnel and Contact Information

Online Registration/Reservation and Other Lab Usage/Maintenance Related Issues

Research Lab Assistant
 Research Division
 College of Journalism and Communications
 352-273-1646 or 352-273-1648
researchlab@jou.ufl.edu

General Lab Usage Policy
 Sylvia M. Chan-Olmsted
 Professor and Associate Dean for Research
 College of Journalism and Communications
 Phone: (352) 273-1648
 Email: chanolmsted@jou.ufl.edu

IT Related Issues and Gator 1 Card Access Processing
ITS@jou.ufl.edu