Campaign Guidelines – Time Use

1. **The Issue:**

    There have been many reports lately about people spending a large amount of time interacting with technology and the Internet. This raises some questions about time use:

    5) How do I spend my time?
    6) Is there a difference between how females and males spend their time?
    7) Do we spend too much time doing homework?
    8) How is my time use similar or different to other Americans?

2. **Objectives:**

    Upon completing this campaign, students will have compared themselves to the U.S. population and to find whether they are similar in some ways and different in other ways. They will use single and multivariable plots, summary statistics, and frequency tables to find similarities and differences between groups of students and between students and other residents of the United States.

3. **Survey Questions:** (students will enter data for the activities in which they participated only):

Prompt	Variable	Data Type
How many hours have you slept?	sleep	number
What day are you updating your time use for?	day	ordinal category (integers 1-5)
Which activities have you participated in?	activities	n/a
a. How many minutes have you spent eating/drinking?	meals	number
b. How many minutes have you spent in classes at school?	school	number
c. How many minutes have you spent doing homework?	homework	number
d. How many minutes have you spent working at a job?	work	number
e. How many minutes have you spent grooming yourself?	grooming	number
f. How many minutes have you spent traveling/commuting?	travel	number
g. How many minutes have you spent doing household chores?	chores	number
h. How many minutes have you spent online?	online	number
i. How many minutes have you spent with friends (outside of class)?	friends	number
j. How many minutes have you watched television?	television	number
k. How many minutes have you spent playing video games?	videogames	number
l. How many minutes have you spent playing sports?	sports	number
m. How many minutes have you spent reading (not for class)?	read	number
AUTOMATIC	location	lat, long
AUTOMATIC	time	time
AUTOMATIC	date	date

When? Surveys will be completed four times times per day. It is recommended that surveys be completed before school, after school, evening, and before bed. Reminders can be set to ensure survey completion.

How Long? Five days. Ideally, two of these days would include a weekend.

4. **Motivation:**

   Use the NY Times' interactive Time Use graphic to explore how Americans spend their time.

   Every student should collect time-use data at least twice per day during the collection period. After the first day, use the campaign monitoring tool to see who has collected the most. After two to three days, direct students' attention to the Total Responses by Day plot and comment on any patterns (see Food Habits Guidelines for sample).

   Discuss data collection issues. What makes it hard? Does this affect the quality of data? What sort of snacks are you more likely to not enter?

5. **Technical Analysis:**

   RStudio and New York Times. Single/Multivariable plots: histograms, bar graphs, scatterplots, etc. Numerical summaries: mean, median, MAD, standard deviation. Frequency tables: One and two-way tables.

6. **Guiding Questions:**

   f) On average, how long do student's think they spend on homework?
   g) Do males or females take longer to groom themselves?
   h) Are there groups of students who spend their time similarly to one another?

7. **Report:**

   Students will complete a practicum in which they answer a statistical question based on the time-use data collected.