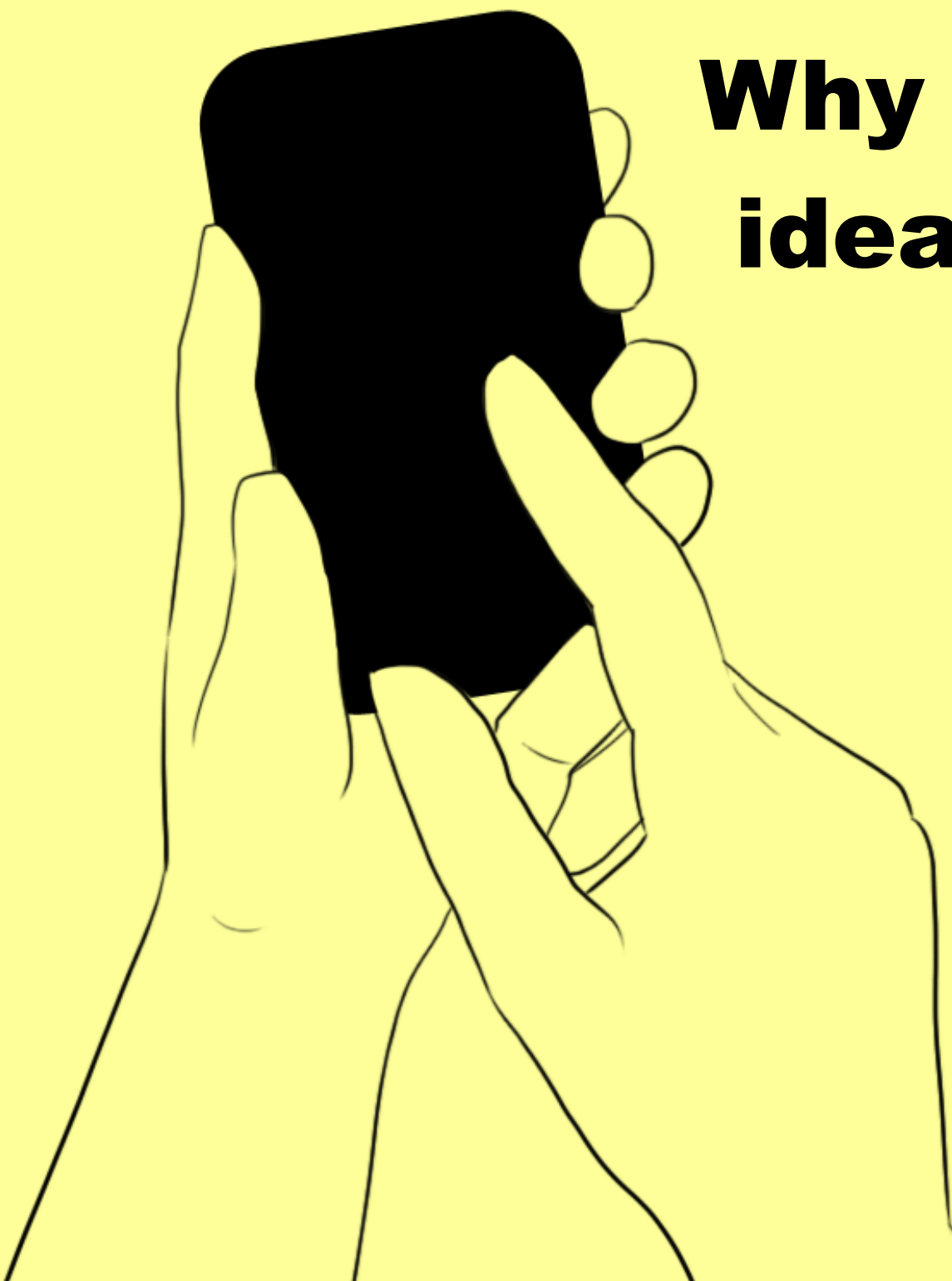


SMS4Deaf: Using SMS as a tool for psychological research with the Deaf community

Nice picture here...



Why SMS is a good idea for research?

- Ubiquity (ACMA, 2011)
- Cost
- Convenience
 - For the researcher
 - For participants
- Unobtrusiveness

Why might SMS be a good idea for research specifically with the Deaf community?

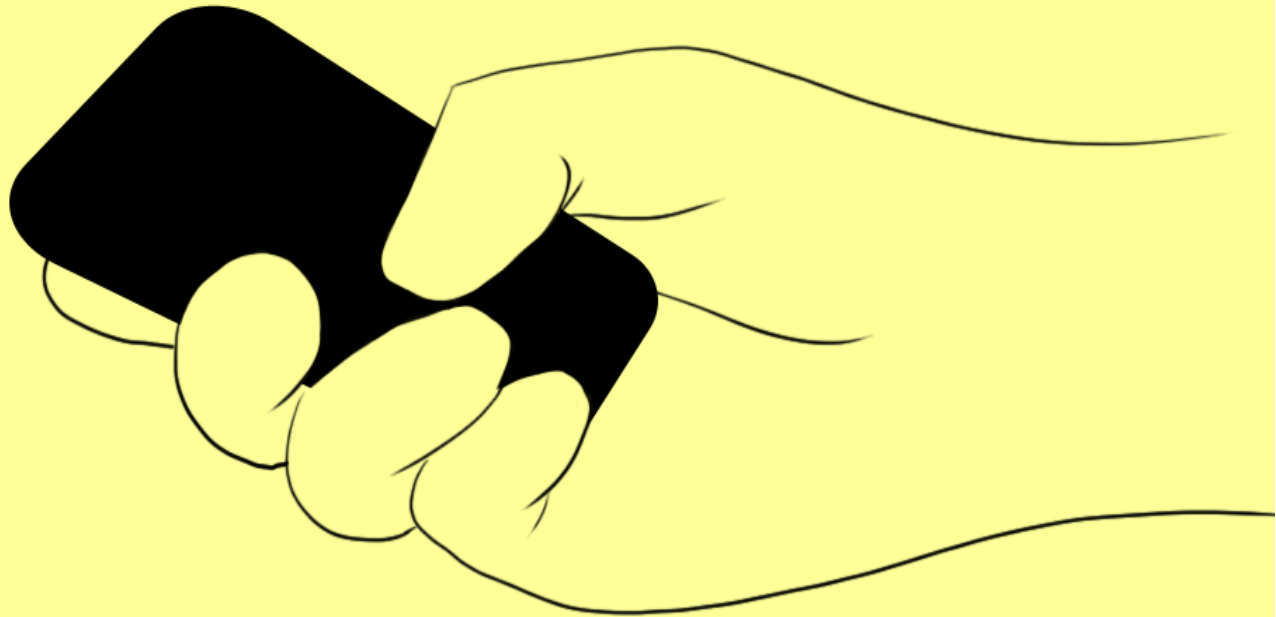
- Inclusiveness
 - SMS includes both Hearing and Deaf populations (Power, 2004)
- Ubiquity
 - Uptake of SMS even higher than in Hearing people (Pilling, 2008)



High uptake of a technology does not necessarily translate into a research setting.

Focus

- Participant **perception** of a research mode is instrumental in its success or failure when used for research (Dillman,2009)
- When there are choices, participant **preference** of mode is important
- Participant **behaviour** is the ultimate factor



Method

Hello, and welcome to the study SMS4Deaf.

Thanks to the ACT Deafness Resource Center!

- **Questionnaire**
 - **Online**
 - English version
 - Auslan version
 - **Paper**
- **Follow-up**
 - **By SMS**

Participants

66 respondents

- Aged 20 - 89 ($M=47$)
- 60% female
- Language used most each day:
 - English (45%)
 - Auslan (47%)
- Level of Deafness:
 - Most (68%) profoundly deaf
 - 24% moderately deaf
- Most (97%) owned a mobile phone
- Most (91%) used SMS daily ($M=16$ SMS per day)



Perception

60% of participants believed that using SMS for research is a good idea.

Theme	Count	Kappa	Example responses
Speed	6	1	“Quick, questions are written”
Convenience	20	0.84	“my access everywhere and anytime !!”
Communication	24	1	“can get to many more Deaf/HI people. Not all deaf access email or can read too well, so sms is useful”
Other	30	0.92	“as long as the result of the research is published and sent to deaf people.”

Perception

Inclusiveness

“Deaf people and people who have Auslan as their mother language should have their right to have each and every questions explained via Auslan. Text/SMS does not allow this therefore it is breaching their human right to have information in their language.”

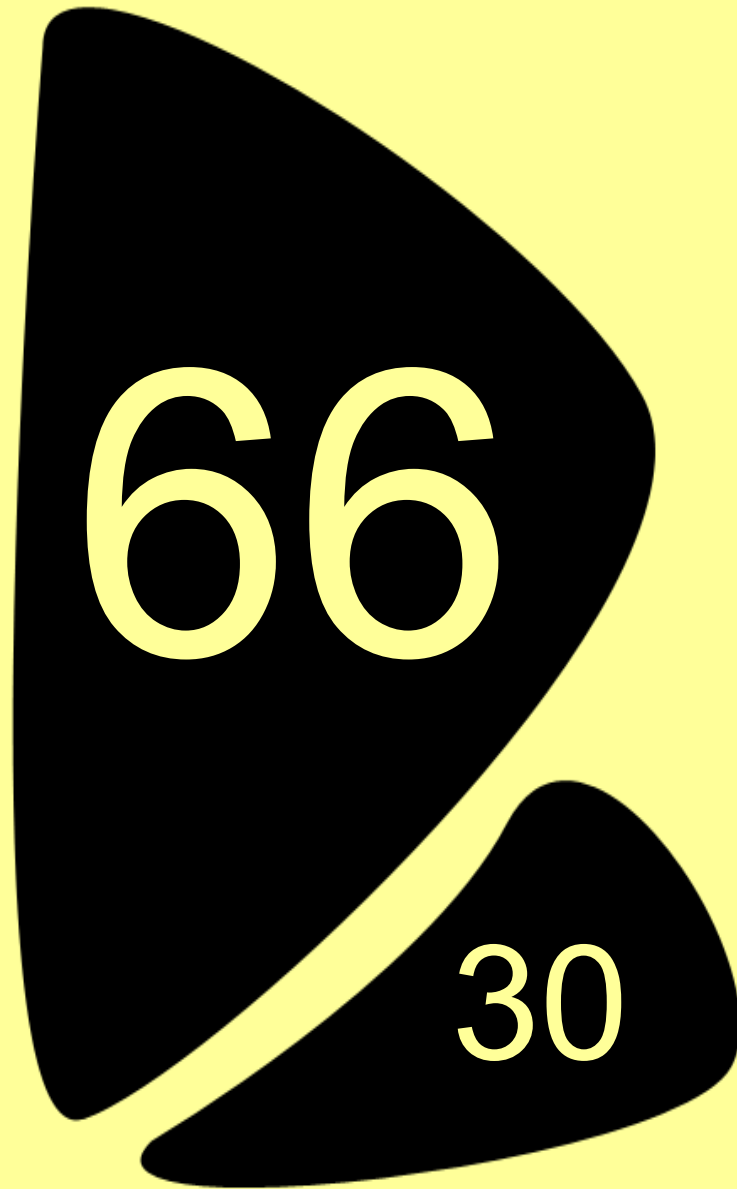
“I'm a staunch supporter of research and anything that may help the hearing impaired sounds like a good idea to me!”

Preferences

Given the choice of completing questionnaires via SMS, email, or by post, 85% of participants indicated they would prefer to use email, and 15% by SMS

Theme	Count	Kappa	Example responses
Speed	18	0.96	"It's quicker as the keyboard is larger and I check my emails several times a day."
Physical Factors	44	1	"easier for typing purposes. Screen on mobile too small."
Cost	4	1	"Cost too much to use mobile"
Other	22	1	"Extent of text available, less prone to mishearing. Record of what was said or not said."

Behaviour



30 participants gave their mobile telephone number, to participate in the SMS follow-up.

What drives willingness to actually use SMS for research?

- Self-reported daily SMS usage?
 - No – usage was not significantly associated with whether or not participants gave their mobile phone number ($z = .803$, $p = .42$)
- Attitude toward using SMS for research?
 - No - attitude was not significantly associated with whether or not participants gave their mobile phone number ($z = -1.38$, $p = .16$)

**What drives
willingness to actually
use SMS for research?**

Factor		Gave mobile?		Model fit
		Yes	No	(pearson χ^2 , 2000 replicates)
Gender	Female	20	17	$\chi^2=.22$, $p=.81$
	Male	15	10	
Mobile type	Cell	10	5	$\chi^2=2.46$, $p=.56$
	Web	3	2	
	Smart	22	20	
Level of Deafness	1 (Mild)	2	0	$\chi^2=2.42$, $p=.60$
	2	2	1	
	3	10	6	
	4 (Profound)	23	22	
Language	Auslan	15	16	$\chi^2=4.66$, $p=.10$
	English	17	13	
Written English confidence	1 (low)	1	0	$\chi^2=3.10$, $p=.41$
	2	9	3	
	3	6	6	
	4 (high)	21	20	

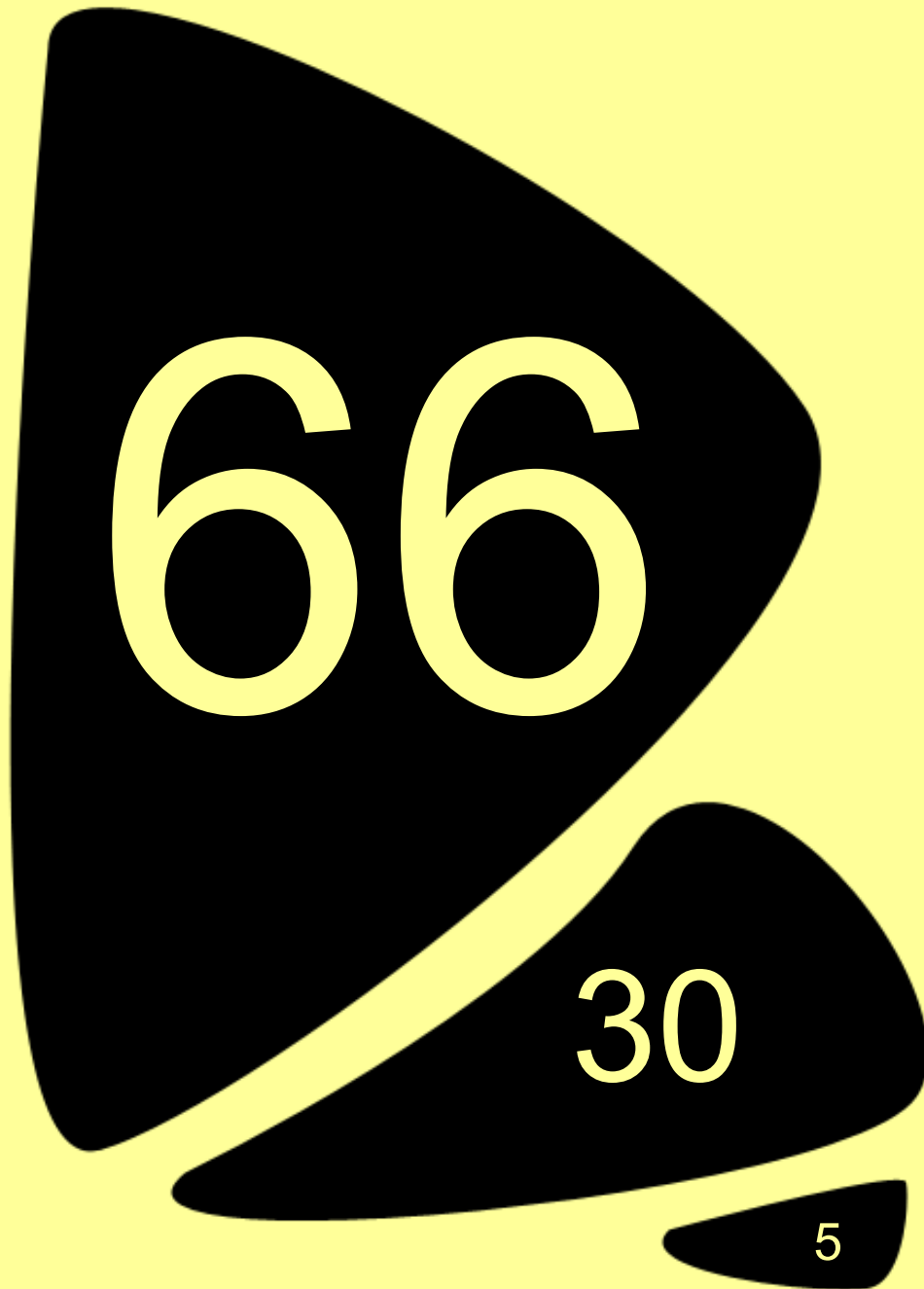
- Concerns that SMS could be intrusive when used for research:

“Because SMS is an irritant. [...] day to day situations where SMS controls you, email is definitely the best way for me to manage my time.”

“SMS is a pain in the arse. There is no way I can control its intrusion into my time.”

**What drives
willingness to actually
use SMS for research?**

Behaviour



- Of the 30 participants who gave their number:
 - 14 responded in some manner
 - 5 responded with an attempt to complete the questionnaire

Is SMS a good idea for research with the Australian Deaf community?



- High uptake of SMS technology did not translate into a research setting.
- Email seems to be the most preferred option

SMS4Deaf: it isn't a very good idea to use SMS as a tool for psychological research with the Deaf community

- Thanks to:
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 - Ms. Hayes for Auslan interpretation

References