

MARY SMITH: DEVELOPING HER MARKETING STRATEGY

PROJECT TITLE:

**Measuring the Effect of Test Preparation Methods on Student Test Performance
SOC499Y5**

Responsibilities:

- ✦ Work as part of a research team
- ✦ Data collection, data management, data analysis – both qualitative and quantitative
- ✦ Facilitate focus groups
- ✦ Communicate with students about their participation in the study
- ✦ Literature review
- ✦ Meet semi-regularly with course/study facilitators
- ✦ Complete a research report integrating the existing literature with the results of quantitative and qualitative analysis

Qualifications:

- ✦ SOC221, SOC222 required
- ✦ SOC350, SOC387 preferred

Study Information :

This research study explores the question *whether it is possible to create and manage active learning opportunities in the context of a large course without the benefit of tutorials and labs* by comparing test preparation strategies in the context of 500-person sections of Introduction to Sociology (SOC100) at UTM. The ROP position will involve the student working with Profs. Baker and Innocente on phase two of this research project, which involves a randomization experiment in the 2 sections of SOC100. Students will be randomly assigned to participate in one of three test preparation stages (or a control group). Doing so will enable us to measure the actual effectiveness, if any, of one test preparation strategy over another, as measured by test performance.

Skills & Experience Sought by Employer	Mary's Experience
SOC221, SOC 222 required	- Took both courses
SOC350, SOC387 preferred	- Took both courses
Teamwork	- Collaborated with team members from the UTM Criminology and Sociology Society (SCS) to successfully organize and execute social events
Communication skills	- Managed phone calls, registered new patients, and handled patient complaints as a Front Desk Receptionist

	<ul style="list-style-type: none"> - Increased student awareness and ticket sales while promoting SCS's events and informing students on the society's mission and goals - Commended by The Medium newspaper editors for demonstrating strong writing skills as a Staff Writer
Collection, management and analysis of qualitative and quantitative data	<ul style="list-style-type: none"> - Exemplary research skills demonstrated while conducting and analyzing data for writing feature articles - Data entry at Family Service Toronto
Literature review	<ul style="list-style-type: none"> - Did in SOC221 among a few other courses

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