



Dear Potential Participant:

Meteor Media, LLC, a company within CGT 411, is working with CropFusion to develop an information network specifically for the agricultural community. Essentially, CropFusion is to agricultural information networking as Facebook is to social networking. During our development we have posed the research question:

Does providing handheld devices to users to capture and post data in real-time foster increased communication related to agriculture versus capturing and posting data using laptops or desktops where the time to post may be delayed?

In order to test our hypothesis and potentially validate our months of hard work we need individuals from the agricultural community to participate in our research experiment. Below are the necessary qualifications of the individuals that can participate in the group plus a brief outline of what we will be asking of you, if you choose to take part in this study.

### Qualifications

In order to successfully test our hypothesis and answer our research question we need participants that own a smart phone *except* for the iPhone and are involved with the agricultural community in some way. In addition to owning a smart phone participants will need to be willing to use the Internet on their phone, which typically entails additional costs from your service provider. Finally, you will need to have access to a laptop or desktop computer with Internet access.

### Study Specifications

The study will consist of two forty-eight (48) hour periods of testing using our site. During these two periods you will be assigned to one of two groups: mobile device or desktop/laptop and then switch to the other during the second period. During the study you will be asked to go about your day as you normally would; however, when the opportunity to post new information or data on agricultural information arises we ask you to submit that data to our information networking site, CropFusion. In addition to submitting new information, you are allowed to comment on the updates and postings of others, invite your friends to join the site, and to utilize the site in any other way that you may deem necessary.

### Join Our Team

We are looking for professors, farmers, students who are studying agriculture, and anyone who has an invested interest in the agricultural industry. If you are interested in participating in this exciting study, please let us know by sending an e-mail to [knwilson@purdue.edu](mailto:knwilson@purdue.edu) with your **name, e-mail, and phone number**. We will need your response by **April 9, 2010 at 5:00 P.M.**

Sincerely,  
Kenneth Wilson  
CropFusion Web Developer