



CSMaP

CENTER FOR SOCIAL
MEDIA AND POLITICS

Request for Proposals

CSMaP Mobile Activity Survey App

About CSMaP

NYU's Center for Social Media and Politics (CSMaP) is a leading academic research institute studying how our ever-shifting online environment impacts politics, policy, and democracy. To expand our research in online spaces, our lab is developing a new tool to engage with participants who actively access social media and political content on mobile devices.

Goals and Scope of Services

Part 1

CSMaP's Mobile Activity Survey App (MAS App) will be a mobile application that can be installed on Android phones to collect diagnostic information from a user's device. The application will be distributed to a panel of paid volunteers who have unique User IDs from a CSMaP survey. The MAS App will provide functionality for these participants to sign up and register the app with their User IDs and connect the app to their phone's diagnostic settings. The MAS App's primary goal is to determine the types of social media apps used most often on respondents' phones, characteristics of the phone hardware of people willing to install the application, and the challenges of distributing a mobile app that collects successful signups from a panel. The MAS App will set the foundation for future research and development based on these findings.



NEW YORK UNIVERSITY

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Part 2

In addition to the public-facing application, we will also conduct a diagnostic survey of the types of structured data that can be collected from popular social media applications on Android devices. This study will require building a non-public facing tool that will collect Accessibility API information from Android apps, and provide structured data for review. These diagnostic tests will be conducted within the lab. This part of application development will be focused on data gathering.

Deliverables

- Mobile Android App with following functionality and features:
 - Design styling that includes CSMaP logo and branding. (Please specify in your submission if this service is included in your estimate).
 - Screen that describes information about CSMaP and what data the app is collecting.
 - Intake form for User ID and a verification check (in collaboration with lab engineers who will connect backend functionality).
 - Two interface versions for English and Spanish with functionality to choose language preference. (Translations provided by CSMaP.)
 - Functionality to safely collect user consent and connect to Android System Diagnostics to measure app use, Android version, storage, and battery capacity. These diagnostics will be run periodically and send data to our servers throughout the day.
 - Application build package that can be distributed on Google Play or third-party store.

- Diagnostic tests for Accessibility API and social media feeds testing:
 - A second, pared-down mobile app that is for internal data testing by CSMaP team for up to three models of Android phones (minimal interface design needed).

- Diagnostic tests that collect data from the Accessibility API on mobile devices in a lab setting. We will test the types of data we can collect from mobile apps commonly seen in our panel.
- Outputs of structured data collected from the API on social media apps. These outputs will be clearly documented.

- Application code and documentation will be handed off to CSMaP engineers. Source code and applications will be owned by CSMaP.

- Provide a six-month warranty for service and support.

Timeline: Proposals are due Nov. 15, 2022. We will select a vendor by **Nov. 30, 2022.** Any questions should be submitted by **Nov. 1, 2022.**

Submission Requirements:

Please provide a proposal that includes:

- Details of your experience in mobile application development and any projects you have worked on that are similar to Mobile Monitor.
- Provide a detailed approach to meeting the challenges of these applications and approximate timeline for these activities.
- Technologies that will be used to accomplish the goals of the applications and any challenges you foresee.
- UX/UI design examples if design service is part of the proposal. (optional)
- Two professional references that can speak to your past work.
- Expected hours and budget.

- Proof of insurance meeting NYU’s requirements including General Liability insurance and Cyber/Tech E&O insurance. A sample certificate of insurance for software developers can be found [here](#). NYU does accommodate software developers with modifications to the standard limits:
 - \$1million per occurrence in GL
 - \$1 million per claim E&O

Process and Schedule:

Action Item	Date
RFP Posted	Oct. 21, 2022
Last day for questions	Nov. 1, 2022
Proposal due	Nov. 15, 2022
Selection period	Nov. 15 through Nov. 30
CSMaP notifies selected contractor	Dec. 1, 2022
Application development	Dec. 2022 through Feb. 2023
Application deployed	March 2023
Pilot Study	March 2023
Internal API Study	Early April 2023
Wrap up and documentation	June 2023

Selection Criteria:

We will select the vendor based on their record of demonstrated success in mobile development. Experience working with academic research is a plus. We will prioritize vendors that can give examples of challenges that might arise in accessing a phone’s

system resources and plans for mitigating these issues. The selected candidate will possess the expertise and technical skills required and propose a cost of services that is competitive and clearly described.

Submission Instructions:

Submit proposal by email with PDF attachment to Angie Waller at aw0134@nyu.edu. You can also contact her with any questions.

Please submit your proposal to aw1034@nyu.edu by 5:00 PM EST on Nov. 15, 2022.