

Assignment 2: Qualitative Analysis and Personas

Due: March 1st, 11:59pm ET

The goal of this assignment is to practice qualitative coding and developing personas from data.
Work in pairs.

Qualitative Coding

You will perform qualitative coding on a real dataset to gain experience with how to process data from qualitative interviews. Use the assigned readings and slides from class to make sure you use the method properly.

High-level research question you want to answer:

What are the digital security and privacy concerns and practices of Indian mTurk workers?

Link to the survey data that you will analyze:

https://docs.google.com/spreadsheets/d/1Br1MSxxvcHSBGTG1ZjTr38VfZITkj3as-JGJcst_rgQ/edit?usp=sharing

This is a REAL raw dataset collected from mTurk workers. Your task is to use inductive coding to analyze this data set and develop a narrative/story that answers the above research question.

Make your own copy of the dataset for the assignment.

Use the inductive analysis method we covered in class to code and analyze the data. Start by reading through the data. Reformat the data however you like to make it easier to process/code.

Perform your initial coding, generating 30-40 categories. Then go through your codes and data again, reducing overlap and redundancy, combining related codes, etc. until you have 15-20 codes. Keep iterating on the data until you have roughly 3-8 high-level “themes”. NOTE: You will likely have several “sub-categories” within each major theme.

Now develop a narrative/story that explains your findings. Start with a summary paragraph that contains your high-level takeaways (e.g., 1-2 sentences for each major theme). Then have a subsection for each of your main themes, with 1-3 paragraphs explaining your findings around each theme. You **are** allowed to use example quotes from the data to highlight what you mean. **This does not mean you can just list raw quotes with no explanation!** Note that you **will** be graded on the clarity and quality of your technical writing.

You will turn in a report that includes:

1. [2 points] A list of your initial 30-40 codes.
2. [2 points] A list of your secondary 15-20 codes.
3. [2 points] A drawing showing how you clustered and combined codes.
4. [2 points] A list of your 3-8 themes with sub-categories.
5. [2 points] Screenshots/pictures/links that shows your coded raw data.
6. [4 points] A written narrative/story (1-2 pages) that explains your findings.

Personas

For this part of the assignment, you have the OPTION of using EITHER the data you just coded above OR data from your own studio/specialization project.

7. [0 points] If you choose your own project, describe the goals of your project so the TAs have some idea of what you're doing. If you use the data I provided, just say so.

8. [6 points] Develop TWO different personas for your chosen topic/ data.

Be sure to describe personas in a such way so as to express enough understanding and empathy to understand the users. You should include any known details about the user's lifestyle, interests, values, goals, needs, limitations, desires, attitudes, and patterns of behavior. Add a few fictional personal details to make the persona a realistic character. Give each of your personas a name. Create a ~1 page description/display for each persona.

Reflect

9. [2 points] Reflect on your experiences with each of these methods. What did you find them useful [or not useful] for? What do you think are their strengths and weaknesses?

10. [1 point] Please describe how your team broke down the work for this assignment. How did you balance the workload?

Writing [2 points] Two points will be allocated to the overall quality of your technical writing.

What to submit

Please submit a pdf report with specific answers to questions 1-10 above. **Keep the same structure I have used in the assignment description.** You will be graded using this structure. Points will be deducted if you fail to use the correct structure!

Include photos and screenshots in your pdf report where appropriate.

You will submit a pdf report through the class Blackboard (details forthcoming).