

# Reviewing of exercise 7

## **Finding patterns from interview-based data**

**The task this week is to analyse a subset of data from your last week's interviews on Instagram, using qualitative methods and adopting some of the principles of Grounded Theory**

**1)**

**Finding open and axial codes in the interview data, supporting them with quotes**

**2)**

**Presenting findings that answer the RQ, and supporting it with evidence**

**3)**

**Reflection on different interviewing approaches and their usefulness**

# Results

152 returned assignments

Score distribution to come later.

# Features of excellent answers

## 1) Finding codes

Codes that are identified are relevant to RQ

Data comes from the interview data, and is provided as **convincing supporting evidence** for the code (more than one quote makes it a stronger code)

Axial codes build nicely on open codes, by combining multiple observations

# OPEN CODES

More possible open codes

More direct observation from the data, that does not require imagination

Example:

Who do people follow:

Athletes

Politicians

TV celebrities

Friends

# AXIAL CODES

Typically fewer axial codes

Includes more personal judgement and interpretation

Example:

-Informants interested in celebrities are interested in life events of these people

-Informants interested in artworks and beautiful photos are very selective on their choice on who they start following.

# Features of excellent answers

## 2) Findings

Findings related strongly to the RQ, and often answered it directly (e.g. what are the exact things Instagram should do to better support self-branding)

Findings were linked to open and axial codes, and provided supporting evidence in the form of quotes

# Features of excellent answers

## **3) Reflections**

Outlined both positive and negative observations about the interview data they worked with

Related these observations to how it supported or hindered the identification of codes and eventually findings

## Keep in mind: indirect data may be helpful

**Many made the observation that those interview questions were most helpful in which self-branders were asked directly about feature suggestions.**

However: Asking directly what a user wants may not necessarily reveal features that they would actually use. Asking about their experiences, past behaviors and problems could give a better indication of what sort of features would help in real life, though it will require more inference.