

# Qualitative Data Analysis

This activity needs to be done in groups of two students (**Coder 1** and **Coder 2**). For this hands-on activity, you are given segmented data, but you would otherwise segment your data into utterance units at natural breakpoints (ends of sentence, conjunctions, interruptions, breaks, etc.). Choose 100 segments from the data you are provided to code.

- ☐ **Coder 1:** Code the data. In the Excel file, you should create multiple columns next to the segments and code each segment for significant phenomena. You can assign multiple codes to a segment (in different columns). List your codes below and explain what they mean to Coder 2 (i.e, train Coder 2). You may add more rows, if needed.

Code	Description
E.g., appreciate_joint_activity	E.g., participant expresses appreciation for or positive response to engaging in a collaborative activity with the robot, such as reading together
discomfort_with_surveillance	Robot mentions camera or recording which the participant is uncomfortable with
social_presence	Participant treats robot like a human social partner (e.g. asking it questions)
novelty_effect	Participant asks/mentions something of the robot that is new/unusual for a robot (e.g. asking/talking about its feelings)
distrust_of_robot	Participant expresses unease or distrust of the robot

- ☐ **Coder 2:** Using the codes Coder 1 created/defined, code the same 100 segments in a different copy of the Excel file. Do not look at the coding done by Coder 1.

- ☐ **Both coders:** Compare your coded data segments and discuss on how your coding is similar or different. Next, identify a consolidated set of codes that both coders will use.

Student Names: Jacob Mobley, Andrei Deaconescu

Today's Key:

- ☐ **Both coders:** Choose 15 segments that has at least one code assigned from the 100 segments. Copy them in the first column of the table below. Next, list the assigned codes from each coder for segments below but in numerical code number (e.g., "appreciate\_joint\_activity" ☐ 1, "concern\_for\_privacy" ☐ 2, ...) since the input into the online tool has to be numerical. If one coder assigned a label but the other did not, add number 99 for the missing code.

Segment	Coder 1	Coder 2
R: Okay, so tell me about your experience with the robot.	4	4
R: Okay, what is that?	4	1
R: Okay, and what did you think about the communication?	4	4
R: Okay did you think any of them were particularly useful?	4	4
R: Okay, and then what did you think about the robot overall?	4	1
R: Did you think it was interesting using a robot to read with?	4	3
R: How did you feel interacting with it?	4	4
R: Did anything about it make you uncomfortable?	4	2
R: Would you want to use something like this again?	4	4
R: Did it feel like you were interacting with someone?	4	4
R: Did you enjoy the activity?	4	4
R: How would you compare this to reading alone?	4	4
R: Was there anything you disliked about the robot?	4	2
R: Did the robot seem strange or unfamiliar at first?	4	2
R: Did it feel weird having a robot involved?	4	2

1 = appreciate\_joint\_activity

2 = discomfort\_with\_surveillance

3 = novelty\_effect

4 = social\_presence

5 = distrust\_of\_robot

99 = code not assigned

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Today's Key:

- ☐ **Both coders:** Create a new data file—e.g., “codes.csv”—in the following format, and copy the right two columns from the table above.

	Coder1	Coder2
	Segment1Code	Segment1Code
	Segment2Code	Segment2Code
	...	...

- ☐ **Both coders:** Calculate inter-rater reliability using the ReCal2 tool (<http://dfreelon.org/utls/recalfront/recal2/>) and attach the screenshot of the results below.

☐

	Percent Agreement	Scott's Pi	Cohen's Kappa	Krippendorff's Alpha (nominal)	N Agreements	N Disagreements	N Cases	N Decisions
Variable 1 (cols 1 & 2)	53.3%	-0.2	0	-0.16	8	7	15	30