

## **IIS Project Report**

**1.Project Name : User Study Support and Study Data Analysis Project**

**2.Details : Aashritha Mamidi**

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**3.Team Members : Aashritha Mamidi**

Vamsi Priya Sakhamuri

Akshaya Mamidi

Salomi Jessieca Gopathoti

**4.Project Progress :**

I conducted thematic analysis on one user research, which involved an interview with a visually impaired person and his experience using AI technologies.

**5.The Overall To-do lists of Tasks:**

Created a dataset from the online posts on Twitter and Reddit regarding Deepfake ( Salomi Jessieca )

Finding research papers regarding Deepfake ( Akshaya Mamidi )

Thematic Analysis on User Study (Aashritha Mamidi and Vamsi Priya )

**6:Individual Contribution :**

Thematic analysis on one user research, which is about the interview with a visually challenged person and his experience with the AI tools, as well as the changes to be made for future use

Thematic analysis is qualitative data analysis that entails reading over a set of data and looking for patterns in the data's meaning to identify themes. It is an active process of reflexivity in which the researcher's subjective experience is important to making sense of the facts.

The steps involved in the Thematic analysis are :

- 1.Familiarization with the data
- 2.Generating initial codes
- 3.Searching for themes
- 4.Reviewing themes
- 5.Defining and naming themes

CODES	THEMES
Age Annual Household Ethnicity Education Work Trainer Employment Marital status Kids State Mother Tongue	Background
Vision Condition Nervous disease	Cause
Large language model (LLM) Chatgpt Gemini Rate Artificiality	Interactions
Navigation Identifying Expensive	Challenges
humane Voice Response Affordable Transparent Empowering Beneficial Accessible Community Values Preferences	Inclusivity
Advertisements	Utilization

## **7.Future Implementations :**

Further user research, text transcription of the speech data, and theme analysis based on user provided data are all things we plan to carry out.