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**Proof of Concept Scoping Exercise**

Part of the research that I am currently thinking of undertaking for my MRES thesis is focused around active bystander interventions in the context of violence against women (VAW) activism online. As part of the research, I am thinking of incorporating an investigation into Twitter responses to male and female activists for the prevention of VAW, the negative responses to this support for violence prevention, and online positive bystander action in support of the allies:

1. Enumerate the ‘jobs’ you will need to do, using the ‘A day in the life’ worksheet.

* I will need to conduct a literature review and keep track of journal articles, references used and bibliographic details
* I will need to work out and define exactly what I am looking for
* I need to identify and record twitter examples and activists online and to log and investigate the comments/responses
* I will need to gather the data, store the data, and analyse the data
* I will need to write up a report, and include correct data and references for any citations
* I will need to present my research in written form for submission of thesis paper for marking
* I would have to format a paper for publication in a journal
* If research is published I will need to keep track of the publication impact after publication – eg. Citations etc.

1. ‘Pains’ you are likely to encounter, using the ‘Customer pains trigger questions’.

* Literature review – it is difficult to keep track of the references, quotes and page numbers of all of the different literature for the research, and to keep track of bibliographic details for reference list.
* It is also difficult to remember and keep track of what information you read where, when doing a literature review. I don’t want to keep having to flip between papers every time I am looking for some information.
* Once literature has been completed, I will have a better idea of specific questions that I need to answer in terms of research and will need to create some sort of guiding principles for data collection, which I will need to set out in a text format before collecting data.
* Finding examples of data and data collection in general may prove difficult for me as I am not very technologically savy and would need some advice on how best to gather the type of data I would need for the research project, in an efficient way.
* Data entry is time consuming and making sure there are no errors when logging the data may be problematic, so that analysis is not complicated or incorrect.
* Writing up the Thesis submission in professional manner for marking
* Presenting a professional research paper for journal publication may prove difficult

1. ‘Pain relievers’ that would address these pains, in non-technical language, using the ‘Pain Reliever trigger questions’.

* I would like an automated tool to track information related to sources that I will be using for my research. This would include information on the key ideas for each article, quotes that I would like to flag, bibliographic details and direct quote citation details (eg. Page numbers, intext citation details, etc).
* It would be great if there was an automated software programme that could trawl through Twitter posts and that would pick up on particular keywords related to what I am searching for, and which would log the data in a format that is understandable to me and which is set-up already to log the data in a “tidy data” format so that it is already good to go for analysis, and so that data cleaning is minimal.

1. ‘Gains’ you would like to make, using the ‘Customer gains trigger questions’.

* A time-saving Twitter data trawler that can input keywords into.
* It would be great to be able to easily manipulate formatting of my research output for thesis reporting and publication reporting in an easy and uncomplicated manner.
* It would be great to have a computer program that would identify any potential data organisation and formatting problems in a spreadsheet so that I could save time looking over automated outputs of data for analysis, to identify problem areas.

1. ‘Gain creators’ that deliver the gains you want, in non-technical language, using the ‘Gain Creator trigger questions’.
   * I would like an easily searchable database of literature I would like to use for my research that I could set up links and connections in.
   * I would like an automated tool for changing reference and bibliography formatting and publication type formatting.

Submission:

1. TeX or Word Document in the ‘Scoping Exercise’ folder on Cloudstor, **and**
2. PDF or Word Document to TurnInIt in iLearn.