

Data collection

Desktop research

What is it?

Desk research is a secondary research. It's main purpose and concept is to collect data from existing sources, making use of information which others have gathered through primary research. These sources can be for example articles, blogs, websites etc.

Short summary

Based on information from multiple resources it turns out that Lego can play a major role in children's learning. It's good for all age groups, it can be used in various environments and it can provide children with many educational values while also being entertaining. It can be f.ex. used to explain basic math or science topics.

Topic

Lego used in the context of children's learning

Observation research

What is it?

Observation research is a form of primary research. It's based on observing people in certain situation and environment and analysing their behavior in order to collect information.

Topic

The bus journey - how do people act in certain phases of their journey?

Process

In order to conduct the study I decided to spend half an hour on the bus stop in Nørrebro. I used my phone to make the notes.

Observations

How do people act in certain phases of their journey?

- a) When they arrive on bus stop
Most people check when the next bus is going to arrive, some of them look at the list of bus stops. Usually they choose to stand in front of the bus stop, a few prefer to sit when there's such possibility,
- b) When they wait for the bus
In most cases people use their phones while waiting for the bus, some of them read newspapers or books. People who aren't waiting alone tend to talk to the person they came with.
- c) When bus arrives
People who have been sitting get up, everyone walks closer to the road and lets others get off the bus, then gets on it.
- d) On the bus
After getting on the bus most people checks in and then starts looking for a place to sit down. Some people prefer to stand instead.

Interview

What is it?

Interview is a form of primary research conducted in a form of a conversation in which one side asks question and the other has to give answers.

Topic

Hobby or an interest

Process

I explained the interview purpose to one of my friends and asked them to participate in it. The interview has been recorded on my phone.

Transcription

interviewer: Hey, do you have any hobbies?

person A: Yeah, I really like to play football. I've been doing it since I was a small kid.

i: What do you like the most about playing football?

A: I like the fact that I stay in shape while having fun, I also like the bond I have with teammates who share my passion.

i: How many hours a week do you spend on practicing your hobby?

A: Hm.. I don't know... It's usually around 6 hours a week, but if we need to practice for a match then it's more than that. Sometimes even over 10 hours.

i: And how often does that happen?

A: It really depends on the season, because during winter we don't really train that much and during summer we play a lot of games.

i: Is there any difference between your summer trainings and winter trainings?

A: Yes, during summer we are usually training outside on our own field, but when it gets cold we need to move our training inside and share the hall with basketball and handball teams, which is also why we don't train as much as we do in the summer.

i: Is there anything else you train during winter in order to remain in good shape?

A: Yeah, in the winter I like to ski and ice skate, but I do it simply for fun. During that time I like to focus more on my family and friends, especially during Christmas.

i: Do you have any common hobbies with your friends?

A: Yeah, it maybe makes me sound like a loser, but me and my close friends like to play video games, we have done that together since we were kids. But I've also made many new friends through my football training.

i: If you'd have to choose just one of your hobbies and stick to it for the rest of your life, which one would you pick?

A: To be honest.. I would definitely choose video games. It's a hobby I share with friends from my childhood and I wouldn't want to lose that. Even though we aren't as close as we used to be and we don't see each other that often anymore I still care about them a lot and I love to play with them from time to time.

Insights

- It is important to ask precise questions while conducting the interview
- Interview is all about interaction and paying attention to the speaker
- Not everything needs to be planned ahead, sometimes it's good to base question on the received answer

Having a hobby can often be a source of new relations, it helps people to develop themselves and gain friends with the same interests, it can also create a great bond lasting the whole life.

Important quotes

"I like the fact that I stay in shape while having fun, I also like the bond I have with teammates who share my passion."

"It's a hobby I share with friends from my childhood and I wouldn't want to lose that. Even though we aren't as close as we used to be and we don't see each other that often anymore I still care about them a lot and I love to play with them from time to time. "

Survey

What is it?

Survey is a form of research with the purpose of getting to know trends and opinions among certain groups of people through written or online questionnaire. It can be for example used by companies in order to gain knowledge about their target groups so they can make better advertisement or product choices.

Topic

Transportation in Denmark - challenges and changes for international students

Process and insights

We've created an online survey in which we asked 3 basic demographic questions and 7 questions about transportation in Denmark. It turned out that most of the participants are between 18 and 23 years old (71.4%) and female (57.1%), all of them coming from Europe. All of the participants declared that there is a big difference between transportation in Denmark and in their home country. Before moving to Denmark most of them has been traveling by buses (4 out of 7 people) and cars (3 out of 7 people). They have also traveled by train and bike. After arriving in Denmark their habits have changed, however buses remained popular. Getting accustomed to Danish transportation was easy for 85,7% participants and 71.4% stated that they prefer Danish transportation over transportation in their home country.

What kind of challenges did they report?

- Getting used to trains and metro
- Dealing with expensive prices
- Accepting always delayed 2A bus line
- Avoiding running cyclists over (that's a tough one...)
- Reading schedules for the buses
- Lack of screens showing the next stop in some cases

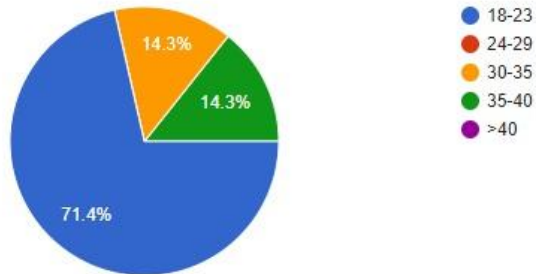
What were the biggest differences between transportation in Denmark and in their home country?

- Existence of trains and metro
- Higher costs
- More common use of public transport
- Respecting the timetable
- Less crowd and better check in and check out systems
- Way higher number of cyclists

Data

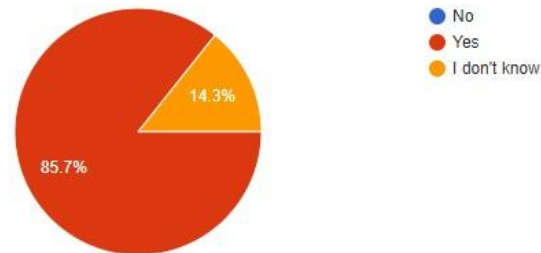
How old are you?

7 responses



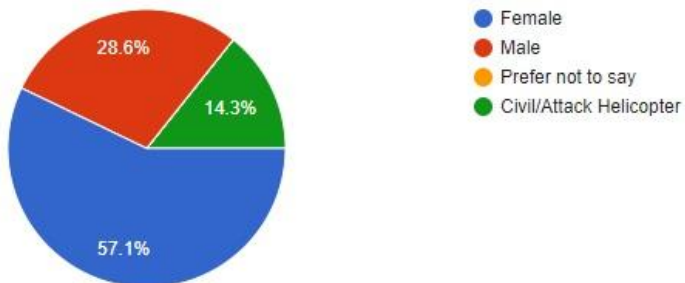
Is there a big difference in transportation between Denmark and your home country?

7 responses



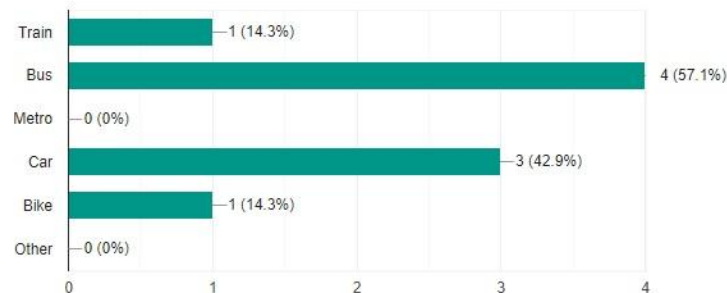
What is your gender?

7 responses



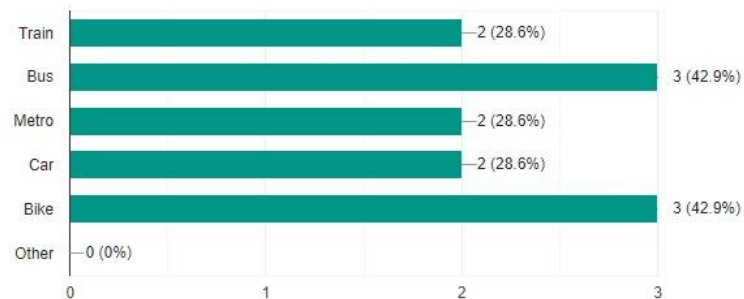
What kind of transportation did you usually use in your home country?

7 responses



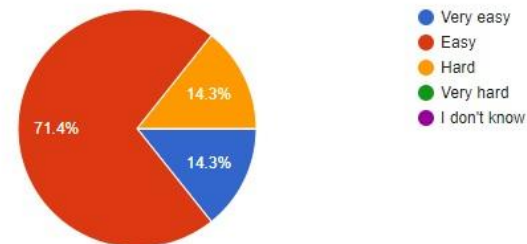
What kind of transportation do you usually use in Denmark?

7 responses



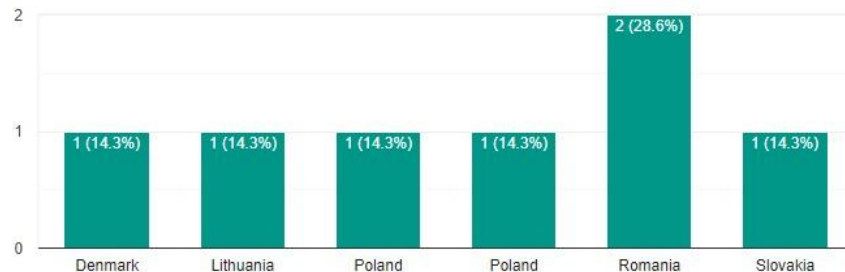
How easy was it for you to get accustomed to Danish transportation?

7 responses



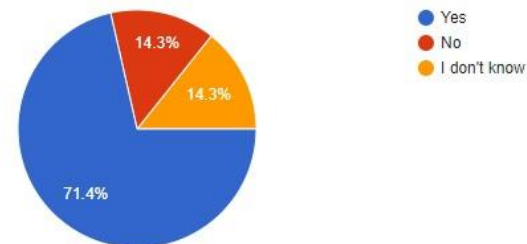
Where do you come from?

7 responses



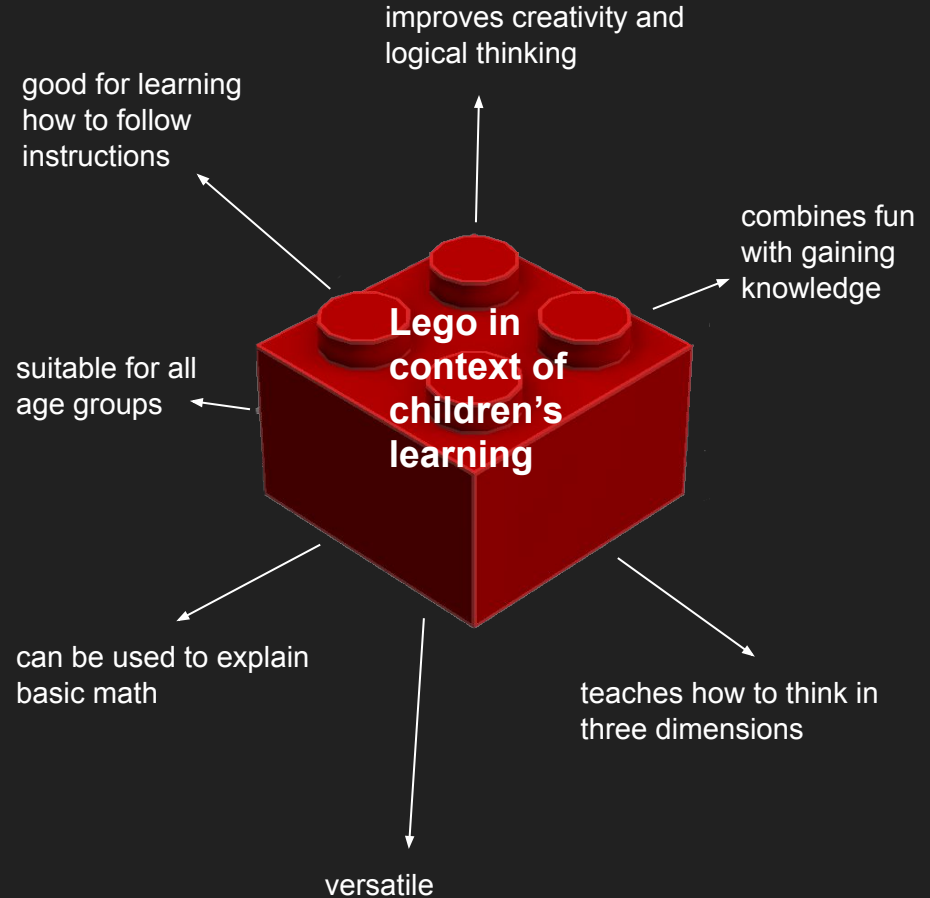
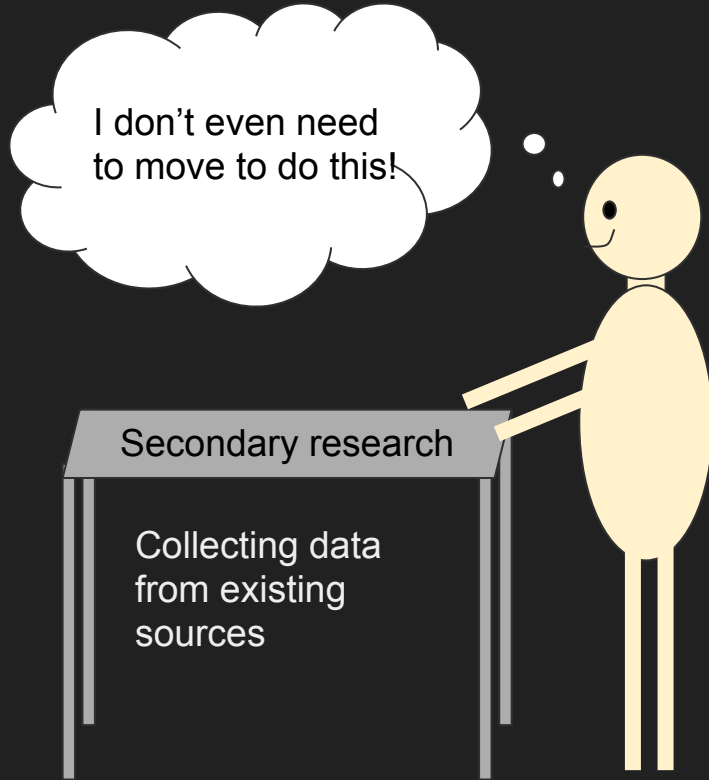
Do you prefer Danish transportation over the transportation in your home country?

7 responses



Presentation

Desk research



Observation research



Humans are so weird... I think I need to make notes on that

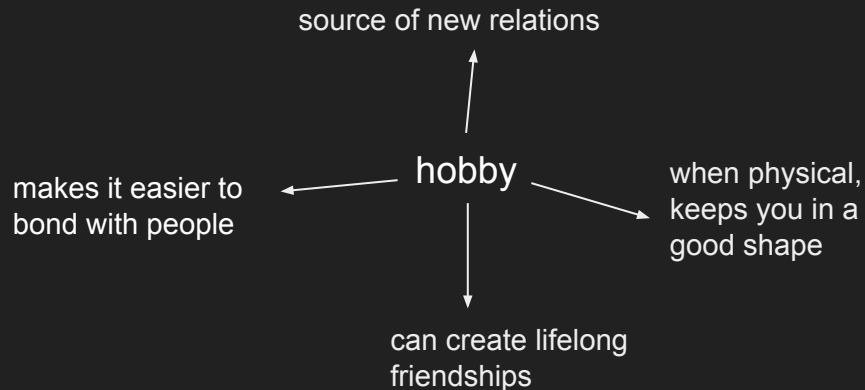
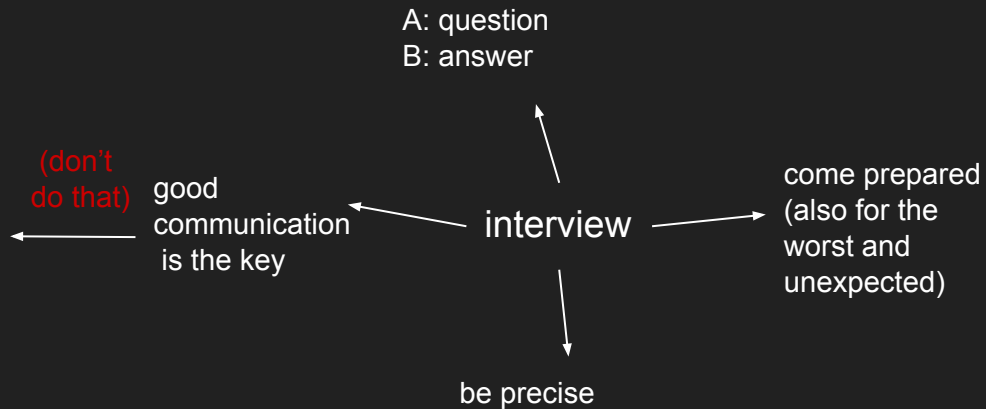
Four phases of a bus journey

1. Confusion - that's the time when most people try to figure out where they are, see if they can make the bus arrive faster if they check the timetable and so on). Probably because it's difficult to get up, most prefer to stand.
2. "Whatever"- now that everybody has accepted being unable to speed the bus up, it's time to do some net surfing or to read the freshest newspaper, the luckiest ones can also find someone to talk to
3. 3...2...1... Go! - Yes, that's the happy time. The time when you see the wonderful yellow creature arriving in the distance. Everyone steps forward, still behaving like a human being and waiting for others to get off the bus.
4. Last but not the least - after conquering the bus there's nothing left to do but to make sure that you won't get a surprise fine (yes, check in!) and then let yourself rest. Sitting, standing... depends on preferences

Interview

Interviewer: So where do you see yourself in five years?

Me: I'd say my biggest weakness is listening



Survey



An example of a wild cyclist in Denmark (travelling by bike is very popular in Copenhagen)

Who doesn't love surveys? Nobody should miss an opportunity to provide others with useful (or at least fun) information!

not so difficult
to get used to

the worst - late 2A
line buses

maaaany
cyclists, can be
challenging not
to run them over

better than in your
home country?
probably

Danish transport

biggest challenge:
get off at the right
stop just by listening
to wonderful Danish
stop names

we have buses...
and trains... and
metro...

bi...ke
better
save my
money