

IS6713 Project Guidelines- The Predictors

Goal of the Study:

The City of San Antonio is interested in understanding the communities' thoughts about new technology that can have a positive or negative impact.

TASK 1:

Introduction: TECHNOLOGY/ NOT TECHNOLOGY

Through this study we want to understand if people of San Antonio are users of technology i.e. they use social media apps, OTT platforms, websites, mobiles, video games, various software's, Self-driving cars, etc. in everyday life.

Instructions to annotate data:

Kindly read the comments given in the excel sheet and annotate the comments according to the guidelines given below:

In the column named "Technology" select one option from '1' or '0' for the comments based on instructions given below. Please DO NOT focus only on the word 'TECHNOLOGY' in a statement e.g- "Improvement in technology and science regarding medicines"- This statement does not talk about any of the following options given.

1. '1' for words related to but not limited to the following:

- **OTT platforms** e.g - "I like hulu on my smart TV."
- **Social media applications** e.g- "I use instagram a lot" OR "facebook marketplace"
- **Websites or any other website links**- e.g "www.example.com" OR "Google maps usually has pretty good places."
- **Applications:**
 - ☐ **Public Transportation** e.g - "I use Via to check the bus schedule."
 - ☐ **Food Deliveries** e.g- "Yelp is really quick in food delivery."
 - ☐ **Online Shopping** e.g- "Amazon for buying furniture is too costly."
- **Artificial Intelligence** e.g- "Artificial intelligence might take our jobs."
- **Gadgets** e.g- "I gifted a mobile to my husband on his birthday."
- **Video games** e.g - "My kid plays lot of video games"
- **Self-driving automobiles** e.g - "Tesla has made my day-to-day transport easier"
- **Online courses** e.g- "My mom got a certification from coursera about Social Media Marketing".
- **Wifi & Connectivity** e.g "AT&T sucks! Switched to Spectrum"
- **Cyber Security** e.g- "The emails go in spam folder." OR "I receive a lot of phishing emails."
- **Software Languages, analytics and dashboards** e.g- "I like Python but I also like R and sas."
- **Crypto Currency** e.g- "Bitcoin is the future" OR "I never invested in Dogecoin."
- **Emails** e.g- "I like Gmail. It is very simple and easy to use."
- **Browsers or related apps** e.g- "I use google maps" OR "Mozilla is better than Microsoft Edge" OR "I upload and save my photos in Google Photos."

2. '0' - For anything that does not relate to the above-mentioned categories e.g- "I have to take my dog to a dentist today" OR "Taco bell is amazing." OR "It rained a lot yesterday." OR "Go to the big dmv location at Huebner. They specialize in DL. You'll be seen in less than 5 minutes. It's not like other dmvs here in SA." OR "I don't know of any good rock bands in SA."
3. If the comment mentions electronic items like A/C, washing machine, fridge, microwave, oven then mention '0'. Only mention '1' to TV as it uses internet (OTT/Youtube).
4. '0' if comment mentions 'I bought a new TV'.
5. Repeat this process for each comment in the dataset.
6. Please write your thoughts in the "REMARKS" column if you are unsure or have any concerns regarding the 'Comment text' and highlight the same.
7. If you are unsure about the text of a comment, then mention "0" for Technology.

TASK 2:

INTRODUCTION:

Through this study we want to understand the role of technology in the daily life(chores) of people of San Antonio. For that we aim to know among these three IoT which ones do they use on a daily basis:

Usage of Internet for:

1. Ride Share Apps(Via, Uber, Lyft, Ridesharing etc.)
2. Food Deliveries (Uber Eats/Deliveries, Doordash, GrubHub, HEB, Whole Foods, etc.)
3. Online Shopping (Amazon, Walmart, FB marketplace, etc).

Instructions for Ride Share Apps:

In the column named "Ride Share" select one option from '1' or '0' for the comments based on instructions given below.

1. '1' if the comment is about using anything similar to the following for commuting:
 - ☐ Via, Uber, Lyft, Ridesharing etc.
 - ☐ "If you don't feel safe walking alone, uber."
2. '0' if the comment is not about transportation, if people are not using the ride share apps for transportation or if people are using their own vehicle.
 - ☐ "The comments on our local news Facebook posts are so bad."

Instructions for Food Delivery Apps:

In the column named "Food Delivery" select one option from '1' or '0' for the comments based on instructions given below.

1. '1' if the comment is about using similar apps given below for food or groceries deliveries including curbside pick-up:
 - ☐ Uber Eats/Deliveries, Doordash, GrubHub, Costco, HEB, Whole Foods, etc.
 - ☐ "I order frequently from Doordash."
2. '0' if the comment is NOT about food or grocery ordering or delivery and if they are not using internet for any of these.

- ☐ “I work specifically for HEB curbside.”(As food ordering is not mentioned in this)

Instructions for Online Shopping Apps:

In the column named “Online Shopping” select one option from ‘1’ or ‘0’ for the comments based on instructions given below.

1. ‘1’ if the comment is about using anything similar to the following for Online Shopping:

- ☐ Amazon, Walmart, FB marketplace, etc.
- ☐ “I usually order Starbucks coffee via Starbucks app.”

2. ‘0’ if the comment is not about online shopping and is about in-person or in-store shopping or not about shopping at all.

- ☐ “The data on the iPhone 4s for sprint is horrible. On a good day I'm lucky to hit 0.80 Mbps.”
- ☐ “Article showed up in my FB feed almost instantly.”
- ☐ “Google maps usually has pretty good places.”