The responses will be analyzed as follows:

There are a finite number of questions we are interested in understanding the responses to. Each question is asked in a very specific way, as dictated by the interview directions. For both gamers and non gamers, at the start of the interview, the set of questions that can be asked is the same. Depending upon the interviewee’s responses and whether they are a gamer or non-gamer, which of those questions are asked changes.

For the program to figure out how the respondent feels about each question asked of them, and whether they are a gamer or a non gamer, the questions asked will be analyzed. Transcripts of the interview are read in. Every transcription of what the interviewer has said will be analyzed and considered to be a place where a question of interest was asked.

There are some differences in how questions were exactly asked by the interviewers, as not every interviewer had followed the protocol of how to ask question. To account for this, the program tries to match the sentence to a question based on the frequency of sentence fragments and keywords that are present in each question of interest.

A match is found when enough sentence fragments and keywords are found. The response from the respondent immediately after this transcription of the interviewer is considered to be an answer to the question that was matched. The response to the question will be considered to be a piece of the total response onward from that point until a new question is detected by the methods explained.

The responses are saved and then analyzed to understand the sentiment of the respondent regarding that question.

We must also know whether the player is a gamer or a non-gamer. The question that distinguishes gamers from non-gamers is asked in the very beginning of the interview. Because we are not parsing this piece of the transcription, we can analyze the questions that were asked in order to infer whether or not the respondent is a gamer.

The bag of words method is sufficient for identifying when a question of interest is asked, but we need more sophisticated methods when deciphering meaning in the responses to those questions.

NON-GAMERS:

Y: 8-Base, a, b, c, d

N: 8-Base, e

GAMERS:

Y: 8-Base, a, b, c, d

N: 8-Base, a, b, c, d, e