**General Objectives**

* Collect information from large numbers of people about their response to an item, be it questions, or an audio or visual clip.
* Track the relationship of responses.
* Output data into *NVivo 10 for Mac*.

**Core functionality**

* **Respondents can view media and make comments about specific aspects of the audio and visual media**

1. During playback, a text box is always available in order to comment on the media.
2. If respondents stop the media by clicking the pause button the comment will be time stamped accordingly.
3. If respondents move the media forward or backward in slow-time while paused, the next text entry will be stamped according to the new location in the video.
4. If respondents type without pausing the media, time stamps should automatically occur every 10-20 seconds and prioritize punctuation (this automatic time stamping should be easily adjustable in the researcher interface since we will not know what works best until we try it!).
5. Formatting: video can be easily formatted to provide for multiple views of the same event with perfect audio synchronization.
6. Respondents can choose one particular view if they prefer simply by clicking on that quadrant of the composite video.

* **Researchers can interact with respondents through the MERID**
  1. Researchers can ask questions of individuals, groups, or all participants
  2. When a question is posted on a respondent’s account, an email is generated to that respondent. The email will have a link to the communication within the respondent’s specific account so that no sign-in is required (we can think about this very last bit…)
  3. Questions can be of ‘questionnaire’ type, providing multiple choice answers or free text options (for example, see formatting options found on Survey Monkey).
  4. Questions can be related to a specific section of the video or audio clip, or a comment that a respondent made about a video or audio clip. Researchers can identify specific parts of clips or respondent comments so that a link will take them directly to that section of the media.

**Data analysis**

* **This strength of this program is its ability to track relationships/connections and the nature of those relationships between data points.** 
  1. Relationships/connections can be neutral (no direction) or directional (indicating that information is flowing in a particular way or in time. Indeed it would be excellent if these different types of direction were differentiated)
  2. Different types of connections should be able to be coded by the researcher as the data evolves
  3. Connections should be coded by the researcher, but the program should identify potential connections and offer them as suggestions.
     + Key words can be identified by the researcher for this purpose which would serve as triggers for connections. For example, if a cellist respondent was writing about a particular section of the media or responding to a question, and noted that there was some interaction with the flute, the link to the respondents and other passages involving the flute, within the specified data domain, would appear as suggested connections, the parameters of which could then be defined by the researcher
  4. A dynamic visual interface through which established (and default) connections can be explored would be ideal (imagine zooming in on and dragging data points to re-orient the visual layout of the connections, etc.)
* **All media can be viewable/listenable with the complete running commentary of all of the respondents. There should be simultaneous column for researcher annotation.**
* **There are automatic associations between data and the authoring respondents such that any data point can easily be linked to a respondent’s account and their response history.**
* **Data can be exported to analysis software, particularly NVivo 10 for Mac (just now coming out).**

**User interface**

* **Respondent accounts basics**
  1. Each respondent will set up an account
     + 1. Accounts are individual specific and would not be duplicated if the same respondent participated in more than one group
       2. Accounts are password protected and passwords can be changed. Forgotten passwords can be retrieved through the now standard emailing process
       3. Accounts can be created by researchers with default passwords
       4. Accounts contain only the following information:
       - Fore and surnames
       - Birthdate
       - User ID (Forename)
       - Password
       - Email address for correspondence
  2. Detailed biographical information would be collected through the respondent interface and would not be the basis of account creation.
  3. All respondent responses are by default connected to respondent accounts.
  4. Respondents can review their response history at any time.
* **Researcher and Respondent interaction**

1. When a question is posted on a respondent’s account, an email is generated to that respondent. The email will have a link to the communication within the respondent’s specific account so that no sign-in is required (we can think about this very last bit more)
2. There is a place for respondents to ask questions of the researcher (this needn’t go through an email, just to the researcher interface), but researcher responses to respondent questions need to generate an email as above.