Staff Associate Evaluation Task: Book Content & Beliefs

As part of our evaluation process, we ask candidates to complete a short data analysis and coding task. The dataset contains a survey designed to evaluate participants' responses to short fictional stories, as part of a research study. Participants read two chapters from each of two stories, then rated their emotional reactions—measured using valence and arousal—for each chapter. Valence measures how positive or negative one feels and arousal measures how high energy or low energy one feels. The survey also includes attention checks, genre preference questions, and free-text responses. Passive behavioral data such as time spent on tasks, tab-switching activity (on-task vs. off-task) are recorded to assess attention patterns during the task. The data is **not fully cleaned** — this reflects the kind of unstructured data we often work with in practice.

Task Overview

We would like you to clean the data and conduct an **exploratory analysis** to understand what drives audience belief. There are no fixed research questions — we are interested in how *you* approach the problem and your skills. Interesting **null results are completely fine** if your analysis shows them to be convincing.

Guidelines

- **Time**: Please spend **no more than 8 hours** on this task.

- **Scope**: We encourage you to **prioritize the aspects you find most important/promising**.
    - In your writeup, briefly mention what you would prioritize or explore further if you had more time, and estimate how long those tasks might take.

- **Use of Tools**: You are welcome to use **GenAI tools or any others** you find helpful.
    - If applicable, you may include relevant parts of your GenAI interaction (e.g., prompts or outputs) to help demonstrate your skill in using those tools effectively.

Deliverables

A **short and concise writeup (max 4 pages)** summarizing your findings and thought process. You may include additional material or analysis in an appendix and as attachment.

What We’re Looking For

This task is designed to help us understand how you approach messy data and open-ended problems. Specifically, we are looking for evidence of technical skill, creativity, communication, and data intuition.