

INDIVIDUAL ASSIGNMENT 3

I picked the open area in-front of the Snell Library and the second floor in Curry Center. There were two stalls in front of the library. One of them was the ATI physical therapy stall and the other was the Trader Joe's stall. These stalls also had free hotdogs and burgers. The Curry center had an internship/job fair event where there were around 8-10 stalls with free stuff like pens, pen-drives, water-bottles, chocolates, muffins etc. I tried to observe how people interacted, the different activities and level of interests students had at these stalls in two different places. I chose this activity because I have always been hesitant to walk up to the stalls to know what it is about even though I liked the free stuff they offered. I have also pushed myself, at times, to go talk about my interests and know what they are looking for. I thought it would be interesting to know how different students approach these stalls and how does the interaction go on.

In case of the stalls outside Snell, the interaction level between the stall representative and the students was minimal and casual. There were very few number of students at the stall. Group of friends would discuss, laugh among themselves while standing at the stall and also they get distracted when anything else around them is interesting (when they see a pet dog pass by). Some students were hesitant to ask what the stall was about and would just have a glance at the stall and walk away. In the Curry center, students were organised, standing in long queues waiting for their turn to talk to the stall representative. The students just carried their resume and their phone. They focus more on how do they talk about themselves, which stall to go to next, listen to the conversation between the representative and the person before them and aren't distracted by any other activity around them (loud music was on). They are patient enough to wait for their turn and students who usually do not interact much with people did not hesitate to interact with the startup representatives.

Based on the interviews, I observed that there are students who actively interact with the stall representatives in a casual environment as well as at a career development events. There are also many students who do not want to approach these stalls and will only try if they sound interesting or if they are important to them. Students have no problem waiting in long queues and filling up their details on the iPad at the career stalls, whereas, at the stall outside Snell most of these students would not opt for the free burger since it requires filling the details. The students at the Snell stalls are usually a group of friend but the students in queues are mostly individual and focused.

I spoke to one girl outside Snell, she was sitting on the wooden chairs opposite to the stalls. She had been there for about 10 mins and was just looking around and texting.

She was a biotechnology student, in her fourth semester. The questions I asked her were if she knows what the stall was about and if she had visited those stalls? She said she heard them shout free hotdogs and burgers but she didn't go to the stall since there wasn't any crowd around the stall, which means it must be boring. Another question was do you usually walk up to the stalls on-campus? Not many times, sometimes based on how attractive the stalls or the free goodies look like. But her friend does go to every stall to collect the free stuff, spinners, new stickers, lamps, pens, she even got the cartoon version of her face drawn at one stall near the Shillman hall for \$5. How would you interact with the stall members? I would just ask about what it was about and just grab the goodie.

Another student I interviewed at the curry center. She was an Engineering Management student. She was heading out from the stalls, I asked what the event was about. She said they are all startups and asked me which branch I was. She also mentioned they are also looking for designers and could find about the event on nucareers. How long did you stand in the queue? She said she interacted with 5 startups and it took her 45 mins. She also said it was time consuming filling out all the details on the iPad at each stall and they weren't taking any resumes. Did you speak to anyone else while standing in the queue? No, I didn't.

I was observing a student who stopped by at the stall outside Snell and did not interact with the stall representative but just left. The woman near the stall had announced 'free hotdogs', this student and his friend passed by and suddenly he stopped but his friend continued walking. The woman said 'Hi, do you want hotdogs' but the student looked around for his friend and just walked away saying no. He was a data analytics student, and it was his first semester here. I asked him if he stopped by the stall he said not really. Do you usually walk up to stalls? He said no. Why do you think there aren't many students stopping by at the stall? Since we have to fill in a form and then have the burger.

Outside the Snell library, most of the students, professors or staff were either walking towards the library or the curry center. Most of them just gave a glance at the stall or maybe did not even look at these stalls. The stalls were empty and only when the woman at the stall shouted 'grab a free turkey burger, come on' there were few students (about 4-5) who would go to the stall and the rest would just look at the stall and continue their work. Groups of friends would walk to the stall and ask what the stall was about and then wait for the burgers at the stall talking among themselves. There was very little interaction with the stall representative. Students were very casual and carried bags, phones, laptops, Popeye's boxes, coffee, yoga mats, parcels, skateboards,

umbrellas, helmets, shopping bags, guitar etc. During my observations, one of the staff members passing by before these stalls had a service dog with him. Students started to crowd around and admire, ask questions about the dog and no one was interested in the stalls. Even the stall representatives, looked very casual and did not have any interaction with the students at their stall. I have included the picture of the location below (I had clicked the picture after the stall had been removed since I realized later that I had to upload a picture)



In the curry-center, the stalls were put up by different startups in Boston. There were about 8-10 stalls and each stall always had around 7-8 students and each student would walk up to all the other stalls. The students looked more interested in the stalls and also each student had a one-on-one interaction (for about <2 mins) with the stall representative. The students waited in organized queues, with just a resume or phone in hand and were only concentrating on what these startups are looking for. They would introduce themselves, talk about his/her interests, ask questions regarding the opportunities, fill up details on an ipad or offer them a resume, grab free stuff and shake hands before leaving the stall. Students visiting these stalls had prior knowledge of these start-ups.

