Qualitative exercise

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Task 1

Question 1.1

"When you talk to parents in your local community, what are their comments on the dangers of the internet and how has their experience with their children been regarding internet culture?
Review Comment - The main research question is if people are aware of the dangers their children face on the internet. This question kinda assumes that people are aware and are discussing it. You are also asking them to discuss others people concerns and comments, instead of getting their own. Are you sure that is what you want?
Our answer: Yes, this is what we are looking for. By asking for comments on certain topics, people can either reply with what they know or simply saying "I have no comment on it, I haven't even heard about it" which translates to "people are not aware of the dangers". However, if they do have any comments we get a more in-depth view of personal knowledge and if the community does view this as a public problem or not, by sharing and talking about it.

Question 1.2 (fixed after group review)

Have yours or any other kids reach out to their parents when they think they've found something interesting or do they rather keep it for themselves?"
Review Comment - This one looks good. Maybe the same concern as the with question 1. Could say something like "have your children ever reached out to you when…"

The question is improved by numerous points. The first one is that more stories and the broader context of the parent's awareness are achieved and if they've got any personal stories to share. Furthermore, the context is expanded into the kids' behavior with internet culture and if the kids integrate their experience of the internet with their parents just as they would with their normal social life in the community e.g. the playground or school.
Review Comment - It is a pretty nice question, do you think maybe they might be too many? They are closely related but it might be confusing to answer them all in a single answer. There could be a danger of people disregarding some parts of the question.

Question 2

"How have schools in your area taken steps towards parental control to ensure safety for children on the Internet? If so, can you tell me a little bit more about what solutions have been used and in what way they've been effective or not?"

This question is written in a more general way to siphon a few key data points. The first one would be if the user surveyed was aware of that schools in his area are aware of the matter, how they've applied them and if they've reached out to the community that they are taking steps towards the problem. Another interesting data from this is the amount of information that the schools provide to the community about their success and also if they are helping others identify which solutions are effective and which aren't.

I think both questions should be asked and provide important information. However, one could argue that the second question shouldn't be specifically targeted at schools but rather local community daycares such as the local football team, local grocery store etc. This could be further improved by asking something related other parents in the community so everyone one would be aware of the problem to help to monitor.

Both questions could be formulated better for improvement to match the survey. For the first question, the question could something like *"Have you ever experienced inappropriate content on the internet that you thought was problematic or even traumatizing for your kid?"* while the second one could simply be improved with *"..of children? If so, which of the following methods (A, B, C etc..) are you familiar with and how effective are they?"*

Review Comment - Awesome, I see here that you address some of my previous concerns!

Task 2

1. Tell me about the first time you remember yourself using a word processing program and why you were using it.
Answer: The first time I remember myself using a word processing software was in my first school in Iceland called Austó. There, we were being taught how to write simple reports using Microsoft Word.

2. What type of word processing programs do you use today? (If more than one, A and B) In what scenarios do you prefer using A over B?
Answer: Google Docs and latex for everyday tasks and school projects. I mainly use Docs for starting writing down the ideas and creating a skeletal structure of the report. It also helps in fixing the syntax errors and phrasing. Finally, when it looks good and structured, the text is copied in latex and they layout finished.

(Fixed after group review)

3. How would you react if the price of the word processing software would double in the upcoming month, do you think it's fair based on the features provided? If so, what features are essentials to your work? (removed)

Answer: I would not like and I would definitely stop using it. I feel that this is a software that should simply be free, mostly because I've been used to it.

Review Comment - Hard hitting question! But again, maybe too wide? I kinda feel like the second question comes naturally after the first question.

4. To follow up on the pricing, would you consider switching to an alternative word processing program if it was free, leaving all of your knowledge of features from the former one behind?

Answer: If there was no other software that I could find that would do the same or similar job, I would probably feel like I'd had to pay for it. Would probably sacrifice a lot for keeping this software usage free but I'm not sure where I draw the line.

Review Comment - Do you think it's possible that here you are "manipulating" the question by the suggestion in the end? Just a thought...

<u>Our answer:</u> We understand the concerns but we don't agree with the manipulation. We want more knowledge of how much users value the features they have and if they know they can get similar features elsewhere. This also indicates that users might or might not be interested in looking into new software, signaling more chances for newcomers in the market.

5. Finally, if you'd know that your friends and family would be using another type of word processing program, would you try to persuade them to change to the one you are using? Is there any feature that you think is essential in your software that they might not have? (removed)

Answer: No, I would not recommend latex for everyone because it can get pretty complicated and complex. Also, if people were using Microsoft Word today I would definitely recommend them using Google Docs instead.

Review Comment - Nice! Is the last part a repetition of the previous question? You kinda asked about what features he likes before.

Summary of what we learned

As we set out to create more complex questions that tackled a variety of dimensions to siphon more data from answers, we stumbled upon a few mistakes. Some questions got way too long and complex that could either be split up or reduced. This is noted for future qualitative study data collection.

Some answers that we received from task two were answers that we did not expect. It was answered in a way that was both useful and useless for what we needed. For example, in the first question, there was no use in knowing what the name of the school was where he

learned to use Word. In question 3 and 4, we noticed that people really like to have this software free and would go miles for just keeping it that way, hinting that the biggest feature of the software does not lie in functions of it but rather what it is - staying free!

We do not agree that creating the questions took a long time, the questions seemed rather natural in the making. For this reason, we had a few errors which were improved upon, hinting that we should spend a little more time creating them. On the other hand, encoding and understanding the answers as more inputs are received, we agree that the amount of work it takes to connect the different answers to reach a final conclusion will be a hard work. Since personal comments differ and people express themselves differently, there is a lot of bias that can enter our results, based on how we interpreted it. Finally, we are not even sure how many answers we would need to reach a conclusion. This serves as a lesson that should be conducted later, before making the next qualitative study!