EDTC 803 Data Analysis and Report Writing

Summer 2020

Assessment 2 – Using Primary Data

Sedar Fred Pougaza

Describe the emergent themes from a group of people profiled in LifeHacker's How I Work series. Purposefully Select 10 cases from LifeHacker's "How I Work" series (http://lifehacker.com/tag/how-i-work). For example, for a purposeful sample you may select women, entrepreneurs, people who work in technical fields, people who work in creative fields, etc. Code the interviews as qualitative data and find themes among the responses. Write a report describing the themes in the interviews. The paper should be 4-5 pages, not including title page or works cited. There will be a full grade penalty for each page over five.

Keywords: Primary data, themes, coding, interview, qualitative data, report writing.

In this paper, we focus on using primary data (also called original data or data we have collected for our own use). We want to describe the emergent themes from a group of people profiled in LifeHacker's How I Work series by coding interviews as qualitative data (data that are not counted or measured ~ example: Marital status, Eye Color, and political party. They can be classified as nominal ~ arbitrary labels for data, example zip codes 07007, 15420, then as ordinal with no measurable meaning to the number differences for instance educational level ~ for instance Master's degree, doctorate degree. It is everything that refers to the quality of something: A description of colors, texture and feel of an object, a description of experiences, and interview are all qualitative data (Amerman, 2020)), finding themes among the responses and the write a report describing the themes in the interviews. For a purposeful sample, we will select women. What are the similarities, differences, and themes in the backgrounds of women profiled in Lifehacker's "How I Work": Mari Takahashi, Susan McPherson, Lisa Lucas? The interview questions to those women are: First of all, tell me little about your background and how you got to where you are today. Take us through a recent workday. What apps, gadgets, or tools can't you live without?

Mari Takahashi (https://lifehacker.com/im-smosh-games-host-mari-takahashi-and-this-is-how-i-w-1823628371)

Changes career path, got promotion, successful, busy day at work, hardworking, dedicated, adapts to change, team work, dinner in the evening, movie in the evening, scheduling, has do list, uses Google Calendar on phone, Moleskine notebook and journal

Susan McPherson (https://lifehacker.com/im-communications-consultant-susan-mcpherson-and-this-1824297887)

“Business should make the world a better place”, Changes career path, adapts to change, owns social impact communication consulting, travels for work, Speaker at conferences, Team work, hardworking, connects with people, dedicated, successful, has do list, Scheduling, uses pen, paper, LinkedIn, Zoom, Phone, Tinder, Instagram, Facebook, readsNew York Times, Financial Times.

Lisa Lucas (https://lifehacker.com/im-national-book-foundation-executive-director-lisa-luc-1820856799)

Changes career path, got promotion, successful, has busy day at work, Lot of meetings, team work, adapts to change, conducts arts and crafts projects, uses phone.

After coding the responses to the interview of the three women, we have established some similarities, differences, and themes in their backgrounds. What they have similar are they Change career path, Promotion, Successful women, Busy day at work, Hardworking women, dedication, Adaptation to change, Team work, Scheduling, Do list, Use of Phone. However, they have some differences. They have different backgrounds such as education, eye color, race and location. Mari does dinner and movie in the evening and use Google Calendar on phone, Moleskine notebook, and journal. Whilst Susan uses pen, paper, LinkedIn, Zoom, Tinder, Instagram, Facebook and read New York Times, Financial Times. As for Lisa, she conducts lot of meetings and arts and crafts projects.

The themes in their background are workday, career, change, flexibility, team work, dedication, hardworking, success, scheduling, education, race, life style, technology and leadership.

Reference

https://lifehacker.com/tag/how-i-work