05- Surveys, interviews, focus groups, diary studies

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Today!

• Homework
• Class presentations
• Mechanical Turk
• The four papers you read for today
  – Methodology
  – Presentation
Homework

• Singular vs. plural
  – Jargon, feedback, text, research
• Facebook hacking paper and ethics
• Identify what you did if you had choices
Validity

• Ecological validity: the study materials, methods, and setting approximate the real thing in the real world

• External validity: the experiment can be generalized to other groups of people or other scenarios
Amazon’s Mechanical Turk
MTurk

• Human intelligence tasks (HITs)
• Studies usually start with consent form
• Pay relatively low wages (ethics concerns)
• Quality control necessary
  – Lots of shady folks; lots of good folks
  – Can be done through obvious questions
  – Can be done through open-ended questions
• Don’t need to host study on Mturk
Mturk: Pilot study about ponies

• Do you like ponies?
  – 15 people responded “Yes”
  – 3 people responded “Both yes and no”
  – 1 mean, mean person responded “No”
  – 1 person left it blank

• What would you name your pony and why?
  – Rainbow, Klip-klop, Peter, Abe, Pony, Ben, Shadow, Lightning, Alpha, Pony, Pony, Gracious, Pepper, Toby Two-Timer, Old Tony, Big Boy, Belle, Luna, Shorty, Spirit
“I regretted the minute I pressed share”: A Qualitative Study of Regrets on Facebook

Wang et al.

SOUPS 2011
Facebook regrets

• Interviews, user diaries, and online surveys
• 569 American Facebook users
• Why they make posts they later regret (and how to help them avoid these regrets)
  – “Hot” states, etc.
Facebook regrets

• 268 responses on Facebook’s blog asking privacy questions → 3 main themes

• 18+ American Facebook users from Mturk
  – Paid $0.50
  – 321 valid responses after looking at short completion time, inconsistent answers, or off-topic answers to free-response questions
Facebook regrets

• Pre-questionnaire for interviews
• Used Pittsburgh Craigslist
• “Selected” 19 users from 301 prospective participants
• Compensated $20
• Audio recorded and transcribed interviews, along with screen shots
Facebook regrets

• “One author coded the interviewee data and categorized it post-hoc into a list of common themes.”
Facebook regrets

• Diary study
  – 12 of the 19 participants from the interview participated at least one day
  – Friend requests, activities, changes to profile or settings
  – “Have you posted something on Facebook and then regretted doing it? Why and what happened?”
  – 22+ days of entries $\rightarrow$ $15
Facebook regrets

- Survey 2 about regrets
- Compensation $0.50
- 492 valid responses from MTurk
Facebook and Privacy: It’s Complicated

Johnson et al.

SOUPS 2012
It’s complicated

• 260 Facebook users installed a Facebook app “that surveyed their privacy concerns, their friend network compositions, the sensitivity of posted content, and their privacy-preserving strategies.”

• Asked targeted questions about randomly selected posts

• 16.5% of participants had at least one post they didn’t want to share
It’s complicated

• Survey with three sections
  – Section 1: General questions about Facebook usage
  – Section 2: Level of concern with general scenarios
  – Section 3: Used Facebook API
    • Questions about 9 randomly selected friends
    • Questions about 10 randomly selected posts
It’s complicated

• Recruited from ResearchMatch
  – “Recruiting email did not mention privacy”
  – 260 respondents entered into drawing for five $100 gift cards
“I read my Twitter the next morning and was astonished” A Conversational Perspective on Twitter Regrets

Sleeper et al.

CHI 2013
Twitter regrets

- Mturk survey of 1,221 participants
- Compared conversational regrets and Twitter regrets
- Messages that gave TMI “were reported at a higher rate for Twitter”
- Strategies for avoiding and coping with regret on Twitter
Twitter regrets

• Note the hypotheses in the introduction

• Why did they screen for Twitter users age 18+ in the USA?
  – How do you screen/advertise?

• Is conversational regret the right parallel?

• Do findings reflect all regrets?

• How was Mturk quality control done?
Twitter regrets

• How was the data coded?
• Self-reported data
• Reverse causality (regret → state of being?)
• Discussion of strategies
The Many Faces of Facebook: Experiencing Social Media as Performance, Exhibition, and Personal Archive

Zhao et al.

CHI 2013
Many Faces

• Diary study of 13 participants

• Goffman’s performance region, Hogan’s exhibition region
  – Added personal region

• Conducted 6 months after Timeline
  – 7 of 13 participants had already adopted Timeline; others were asked to adopt it
Many Faces

• Used Facebook ads to recruit in local community (Ithaca, NY)
  – Used Facebook for years, “generated significant amount of social media content”

• Participants compensated $15
  – Pre-survey (demographics, Facebook use)
  – Daily online diary for two weeks about “whether they had updated or changed their profiles… reviewed their own or others’ past content… managed past content”
Many Faces

• One-hour interview in lab at end
  – Logged into Facebook account
  – Asked general questions about Facebook management, as well as questions about past content, offline archiving, other social tools
Many Faces

• Iterative analysis
  – Four researchers met for open coding
  – Iteratively refined categories and subcategories
  – Then two researchers coded each interview with TAMS Analyzer
  – Face-to-face meetings with concept charting