07- Qualitative Studies

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(slides adapted from Lorrie Cranor, Blase Ur, and Rich Shay)

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Usable Privacy and Security
Qualitative vs quantitative

• Quantitative: you want numbers (timing data, ratings of awesomeness, etc.)
• Qualitative: you want non-numerical data (thoughts, opinions, types of errors, etc.)
Types of qualitative studies

• Surveys
• Interviews
• Diary studies
Surveys
Why do a survey?

• Obtain a little bit of data each from a lot of participants
  – Quantify attitudes and opinions
  – If done properly, lets you generalize
  – Quick, easy, unobtrusive, relatively cheap

• However, shallow data & biases (self-reported data, unanswerable questions)

• Multiple choice & open-ended questions
Activity!
1. Write down a research question related to privacy

2. Write down 2-3 survey questions that would address your research question (short free response, multiple choice)

3. (For now) Just hold on to the questions
Survey best practices

• Be cognizant of:
  – Question and survey length (fatigue)
  – Question order (priming participants)
  – Question wording (clarity, double-barreled questions, leading questions, etc.)

• Pilot, pilot, pilot!
  – Test different ways of wording questions
  – Test your survey as a “think aloud” before launch
4. Update your questions based on what we talked about, keeping in mind: length/clarity, no leading questions, no double-barreled questions, etc.

5. In groups of 2-3 test your questions on each other thinkaloud style
Survey best practices (cont.)

• Think about your sample (population vs sample)

• There shouldn’t be an “easy way to answer”
  – Branch questions in equal ways
  – Include attention checks (e.g., multiple choice questions with wrong answers or free response questions)
“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:
  – Each participant described one regret (either Twitter or conversation)
  – Responded to a set of free response questions

• Compared conversational regrets and Twitter regrets
Twitter regrets

• Why did we 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 analyzed?
• Self-reported data
• Theory-driven
The Post Anachronism: The Temporal Dimension of Facebook Privacy

Bauer et al.
WPES 2013
Temporality

- Survey of participants’ own content
- Recruited on Craigslist and MTurk
- How privacy preferences change (or don’t change) as content ages
- Three surveys over time, plus a final survey to investigate changes
Temporality

• “At the time you made this post, who did you want to be able to see it on Facebook?”

• “Please indicate how much you agree or disagree that each of the following impacted your change in preferences…This post did not depict me in the manner I wanted…”

• “Please describe why your preference for who you wanted to be able to see this post on Facebook changed.”
Interviews
Why do an interview?

• Obtain rich data from a few participants
  – When you aren’t sure what you’ll find, allows you to explore an area
  – If done properly, lets you identify themes

• In most cases can’t quantitatively generalize frequencies of opinions

• Easy to be biased (conducting/reporting)

• Structured vs. semi-structured
Interview best practices

• Make participants feel comfortable
• Avoid leading questions. Stay neutral!
• Don’t make participants feel incorrect (or like there’s a potential wrong answer)
• Know when to follow up
• Avoid yes/no questions
• Interview a broad range of people
So if we were going to do an interview...
(Barebones) sample interview format

INTRO: Hi my name is Manya, welcome to the study. Today we’re going to talk about…

INFORMED CONSENT: [DESCRIBE THE CONSENT FORM AND GET CONSENT]

INTERVIEW QUESTIONS: …

DEBRIEF: That’s all. Thanks for your time – do you have any questions for me? [ETHICAL DEBRIEF AS NECESSARY]
“I regretted the minute I pressed share”: A Qualitative Study of Regrets on Facebook

Wang et al.

SOUPS 2011
Facebook regrets

• Multiple methods:
  – Reader comments from the New York Times
  – Online Survey
  – Semi-structured interviews
  – Diaries
Facebook regrets

• Survey based on 268 reader-submitted questions for Facebook’s VP for Public Policy (three 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:
  - Pittsburgh Craigslist
  - “Selected” 19 users from 301
  - Compensated $20
  - Audio recorded and transcribed interviews, along with screen shots

- Asked about motivations, use of Facebook, Facebook privacy expectations and use of settings, own/friends’ regret experiences
Diary studies
Why do a diary study?

- Rich longitudinal data from a few participants to test “in the field-ish”
  - Explore natural reactions and occurrences
  - Examine over longer time periods
  - “Existence and quantity” of phenomena

- Requires work from participants

- Requires work from researchers
Diary study formats

• Paper-based or technology-mediated:
  – Applications (e.g., Paco)
  – Other tech (e.g., voice mail, camera, etc.)
  – Paper diary

• Method of recording: written, spoken, video, audio, etc.:
  – Legal considerations (who might be taped)
  – Technology

Diary study best practices

• Think about when diary is necessary
  – Frequency of entries
  – Regular, random, event-based alerts

• Length and structure of entry:
  – Possible structures: (very) brief survey, written or audio note, rating on a scale, etc.
  – Should be unobtrusive (<2 min, <10 alerts/day)

• Pay should match level of work

The Many Faces of Facebook: Experiencing Social Media as Performance, Exhibition, and Personal Archive

Zhao et al.

CHI 2013
Many Faces

• Diary and interview 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)
  – Participants that used FB 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
  – Reviewed Facebook profile
  – 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