07- Qualitative Studies

Manya Sleeper

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

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Usable Privacy and Security

Carnegie Mellon University
CyLab

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CyLab Usable Privacy & Security Laboratory
HTTP://CUPS.CS.CMU.EDU

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

Consolvo and Walker. Using the Experience Sampling Method to Evaluate Ubicomp Applications. IEEE Pervasive Computing 2 (2003): 24-31.

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

Consolvo and Walker. Using the Experience Sampling Method to Evaluate Ubicomp Applications. IEEE Pervasive Computing 2 (2003): 24-31.

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