

Assignment 3 – Research Themes

In your group, begin synthesizing your data. Identify emergent themes, and link these themes to your stories from the field.

1. Complete your transcription.

- Develop a 1:1 written representation of your research as described in class. Transcribe 100% of your content.

2. Externalize your transcription data.

- Use the “mail merge” technique we learned in class to print individual utterances.
- Put all of the utterances on a wall or black board.

3. Identify themes.

- Using the “bottom up” approach we learned in class, identify themes in your data.

4. Present the material to your business owner or manager.

- Schedule a time to present to your business owner.
- Develop a presentation that ties the emergent themes to the research data, and hones in on what are starting to feel like the most important topics and patterns.
- Deliver the presentation, and capture their feedback.

5. Present the material in class.

- Present the material in class.
- Describe the reactions you received from your business owner.

6. Deliver your material on the blog.

- Post your emergent themes to the blog. Do not just post your presentation file; describe your theme development in the post itself.
- Make the post professional sounding and looking – consider that thousands of people read the blog, and have no idea who you are or what you are doing.

Grading Criteria

Your points	Maximum Points	Description
Transcription		
	5	All of the transcription is complete.
Theme Development		
	10	Data was externalized based on the process described in class
	10	Themes were developed, using a "bottom up" approach
	10	Themes are based on implied and derived meaning, not categorical matching
	10	Theme names are representative of theme concepts
Presentation		
	5	Clearly explains the methodology
	5	Identifies the most important and interesting themes
	5	Ties the themes to the stories from the field in a charismatic and emotional manner
	5	Supports stories with real, full-screen images from the field
	5	There is very little text on slides
	5	Describes the business owner's reaction to hearing the presentation
	5	Presentation is no more than 15 minutes long
Blog Post		
	5	Material posted to the blog prior to class beginning
	5	Material stands alone: if someone arrives at the post via Google, it is clear what they are reading and why they are reading it
	5	Clear use of language, no spelling errors, etc
	5	Legible: text is formatted with headings, spacing, etc
Xx	100	