A Mixed Methods Project on Mobile Phone Interaction

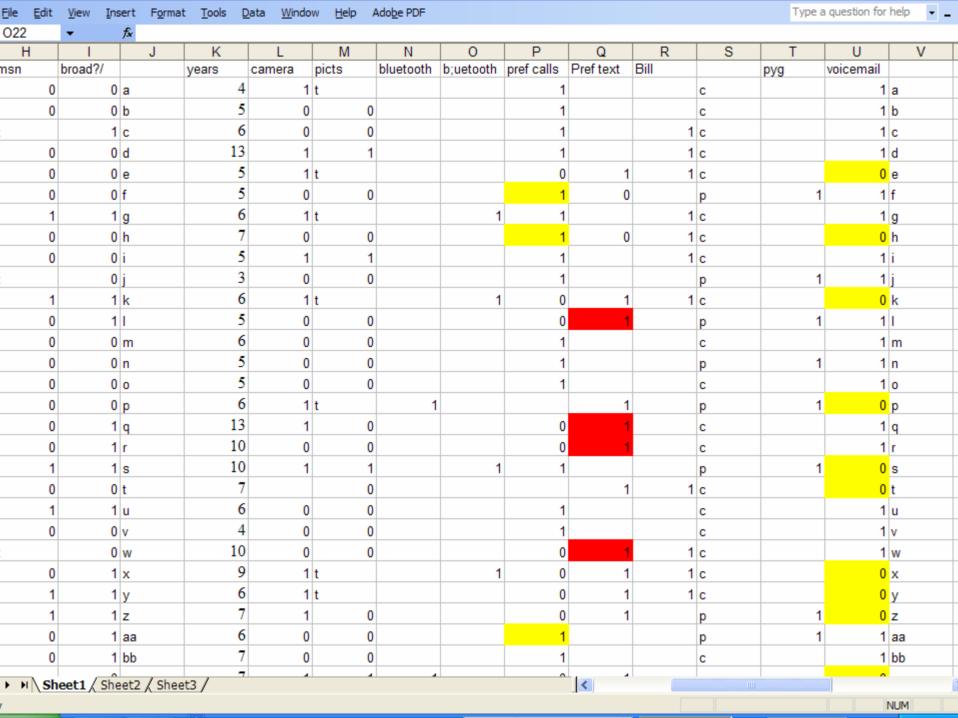
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Methodology

- Focused on mobile phone calls and texts: two media which coincide in a single device
- 32 extended interviews. Respondents 21+ male/female, regular mobile phone users
- Plus: 24 hour communication diaries, mobile phone bills & 300 text messages

Transcription

- Autocorrect (Social Research Update 48)
- Type comments and possible codes into the text
- Highlight key passages
- Pictures



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R: I see

U: and you don't want that interrupted you don't want it side tracked you want to convey that message {don't want cooperative meaning making want to control it}

R: so this is with so if I understand you right with trillion

U: uhmm

R: you type one sentence

U: as soon as you press return it'll send that line {technological determinism} now I know you can reset it so that it will only send in terms of when you press the send button rather than return you get me (.) hh but I can't be bothered doing that and in any case it would not be appropriate {norms} if I were to say something that's more than a sentence long I will tend to revert to email {interrupts the interactivity is you do long bodies of text and you lose their attention

R: right now when you get an email

U: uhhmm

R: well you tend to reply by email or would you sometimes reply across into another medium

□3K

Atlas-ti

- Drag & drop
- Word or rtf?
- Doesn't handle pictures well
- Intuitive
- Coding easy
- Edit transcript
- Networks
- Bundles great (but email?)

Integrated or Multi Methods

Analyse text messages within the transcript

 Extract the text messages and re-import the file

Select all references to the diary

Atlas-ti tools

- Find is basic
- Object crawler
- [Copernic Desktop Search]
- Query tool (coincident, overlapping, preceding or following codes)
- Super Codes
- Co-occurrence explorer
- Word cruncher

Analysis Approaches

- Grounded theory (?)
- Thematic analysis
- Content analysis
- Construct analysis
- Discourse analysis

Atlas-ti Wish List

- Handle pictures files better
- Sophisticated Find (whole words, wild cards, proximity, case etc
- Desktop search style search
- Explain Boolean operators in query tool interface
- Generic undo option (beware confusing unlink and delete codes)
- Prevent accidental coding switches