

CODING VIDEO DATA

Grecia Garcia

A bit about me



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US

University of Sussex

Why coding video data?



Developer watching videotape of usability test.



Disclaimer



What elephant?

Tomassi

Top three tips that “save my life”

Tip #1 Define your coding scheme

What is a coding scheme?

It is a set of formal definitions for your observations.



BEHAVIOUR



VERBALISATIONS



GESTURES

Coding schemes have to be specific and clear

Content	Description	Example Tweets
Resource	Tweet contains H1N1 news, updates, or information. May be the title or summary of the linked article. Contents may or may not be factual.	<i>"China Reports First Case of Swine Flu (New York Times): A 30-year-old man who flew from St. Louis to Chengdu is.. http://tinyurl.com/rdbhcg"</i> <i>"Ways To Prevent Flu http://tinyurl.com/r4l4cx #swineflu #h1n1"</i>
Personal Experience	Twitter user mentions a direct (personal) or indirect (e.g., friend, family, co-worker) experience with the H1N1 virus or the social/economic effects of H1N1.	<i>"Swine flu panic almost stopped me from going to US, but now back from my trip and so happy I went :-))"</i> <i>"Oh we got a swine flu leaflet. clearly the highlight of my day"</i> <i>"My sister has swine flu!"</i>
Personal Opinion and Interest	Twitter user posts their opinion of the H1N1 virus/situation/ news or expresses a need for or discovery of information. General H1N1 chatter or commentary.	<i>"More people have died from Normal Flu than Swine flu, its just a media hoax, to take people's mind off the recession"</i> <i>"Currently looking up some info on H1N1"</i> <i>"Swine flu is scary!"</i>
Jokes/Parody	Tweet contains a H1N1 joke told via video, text, or photo; or a humorous opinion of H1N1 that does not refer to a personal experience.	<i>"If you're an expert on the swine flu, does that make you Fluent?"</i>
Marketing	Tweet contains an advertisement for an H1N1-related product or service.	<i>"Buy liquid vitamin C as featured in my video http://is.gd/y87r #health #h1n1"</i>
Spam	Tweet is unrelated to H1N1	<i>"musicmonday MM lamarodom Yom Kippur Polanski Jay-Z H1N1 Watch FREE online LATEST MOVIES at http://a.gd/b1586f"</i>

doi:10.1371/journal.pone.0014118.t001

CODE:

Personal Experience

DEFINITION:

Twitter user mentions a direct (personal) or indirect (e.g., friend, family, co-worker) experience with the H1N1 virus or the social/economic effects of H1N1.

EXAMPLE:

“Swine flu panic almost stopped me from going to US, but now back from my trip and so happy I went :-))”

“Oh we got a swine flu leaflet. clearly the highlight of my day”

“My sister has swine flu!”

Coding utterances

AMBIGUOUS RESPONSE

- The participant does not give any reason for her selection. That is, the participant's response does not say why the specific option was selected.

Examples:

*"Probably **that one**"*

*"Why did you select that one?" "I **do not know**"*

- The participant's reason does not give any insight.

Examples:

*"Why did you select that one?" "I **felt** like it."*

*"Why did you select that one?" "It was a **guess**"*



BORED, LISTENING, THINKING, SLEEPY
THIS POSE IS USUALLY USED FOR BOREDOM,
HOWEVER IT CAN BE PRETTY FLEXIBLE. WITH THE
RIGHT FACIAL EXPRESSION IT COULD BE USED FOR
LISTENING, THINKING, OR JUST IF THE PERSON IS
REALLY SLEEPY. IT'S A VERY VERSATILE POSE.
JUST MAKE SURE YOU HAVE THE RIGHT FACIAL
EXPRESSION TO GO ALONG WITH IT; LISTLESS FOR
BORED OR SLEEPY, CONCENTRATING FOR THINKING
OR LISTENING.

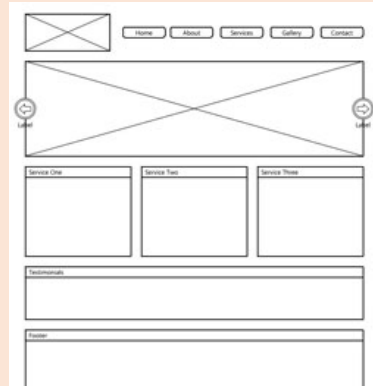


But why?

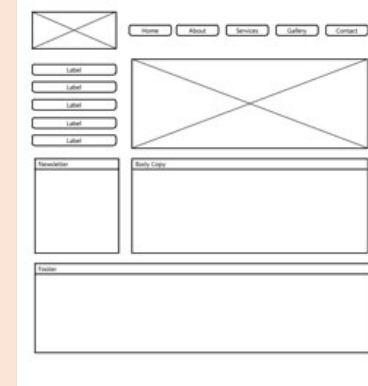
- Allows your team to collect data consistently
- Helps to reach agreements
- Allows you to quantify your observations

Tip #2 Simplify your codes

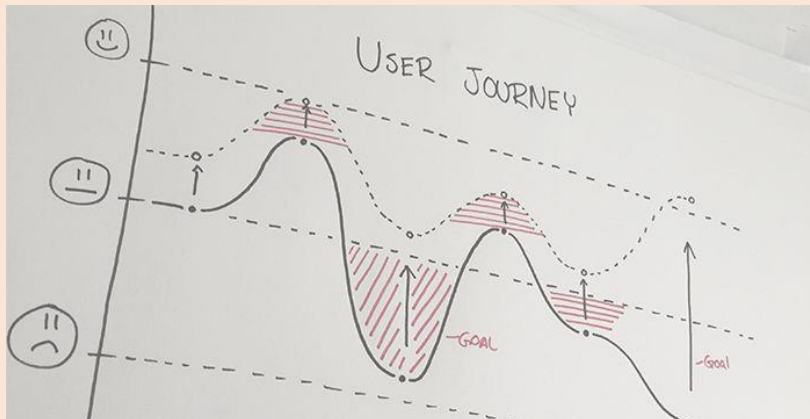
Which design is better?

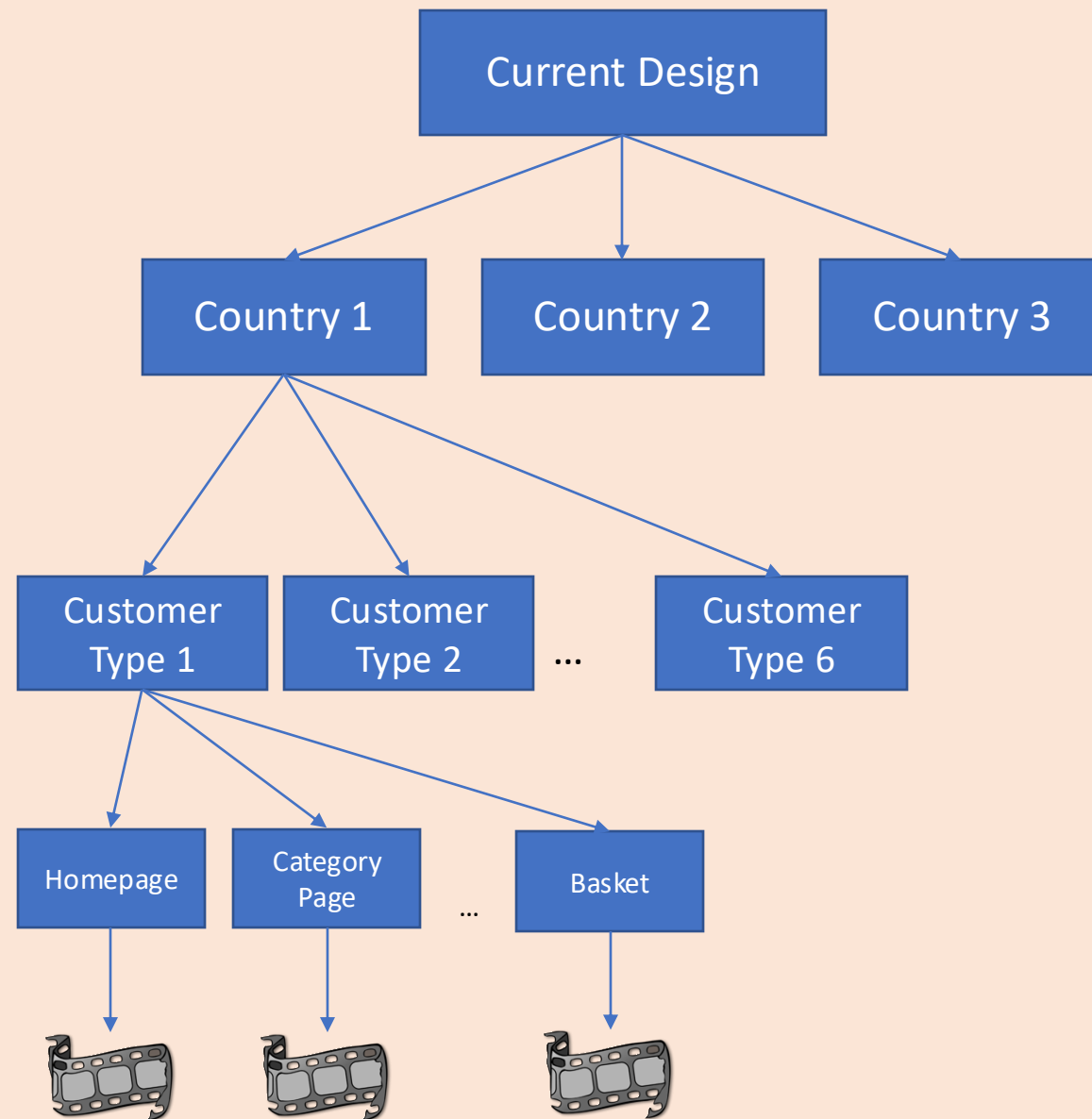
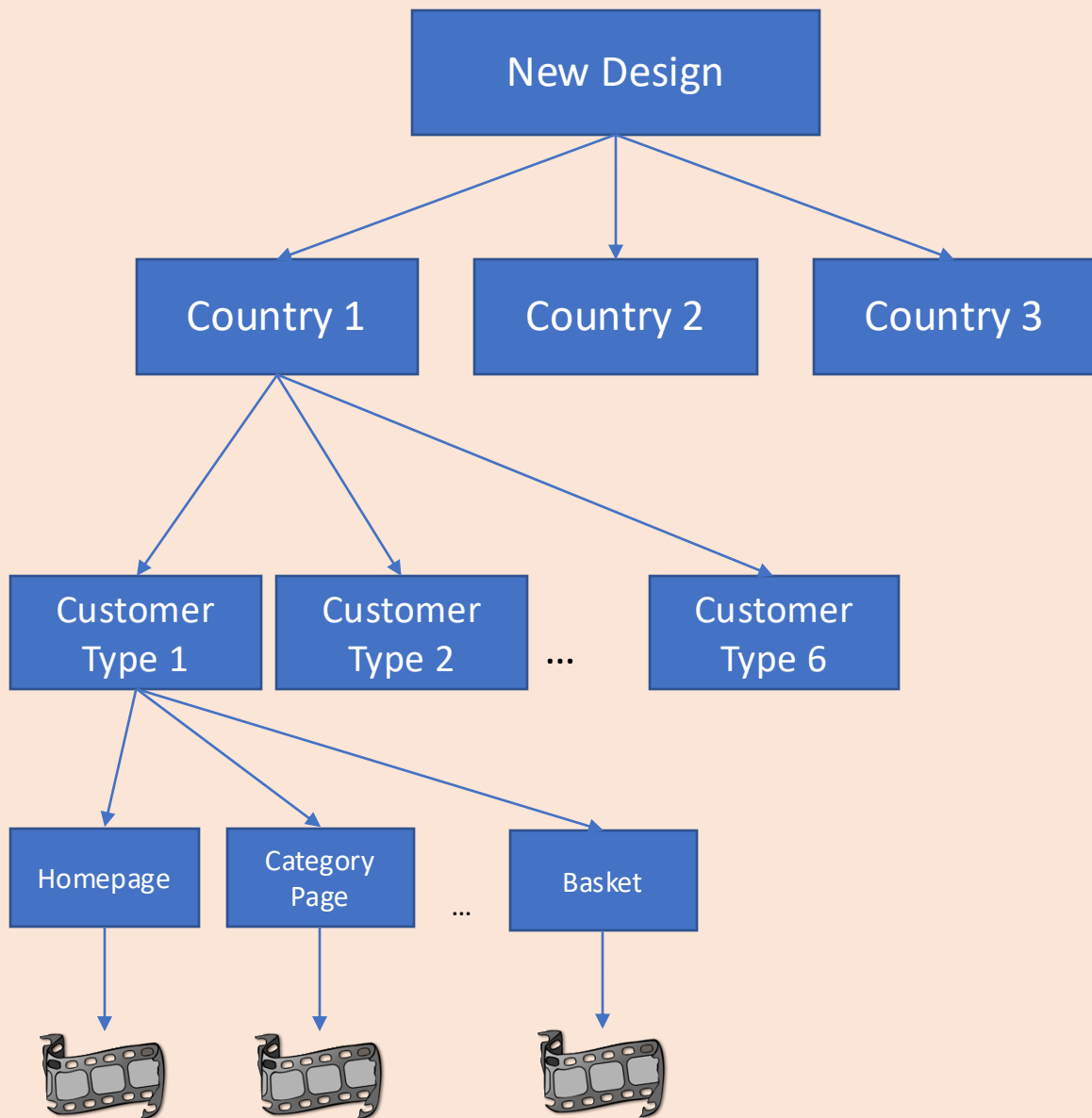


NEW DESIGN



CURRENT DESIGN





Binary groups of codes

- **Code:** Help required

Description: The user asks the experimenter how to move forward in the process or uses other resources to move forward.

Examples:

- “I can’t add it to the basket. How can I add it?”
- “I can’t find it in here [*user then tries to search in google for the product’s code*]”

- **Code:** Help not required

Description: This code is used when code ‘help required’ is not applicable.

Groups of codes

Help

Help required

Help not required

Scroll

Scroll down

Does not scroll down

Issues

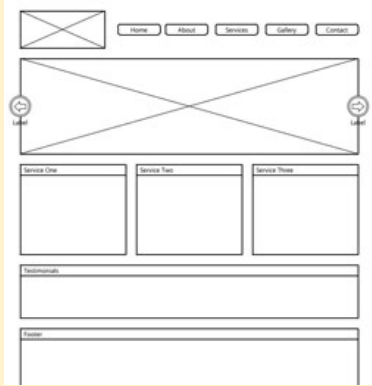
No issues

Minor issues

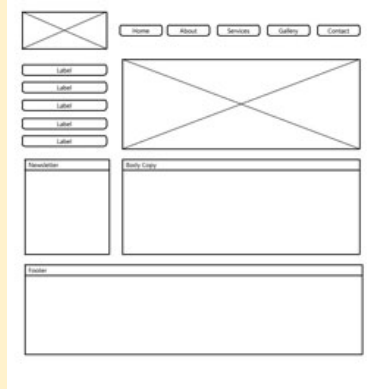
Major issues

Tip #3 Visualise your coded data

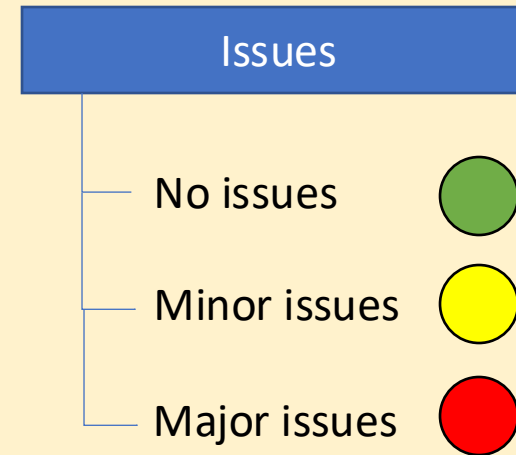
Which design is better?



NEW DESIGN



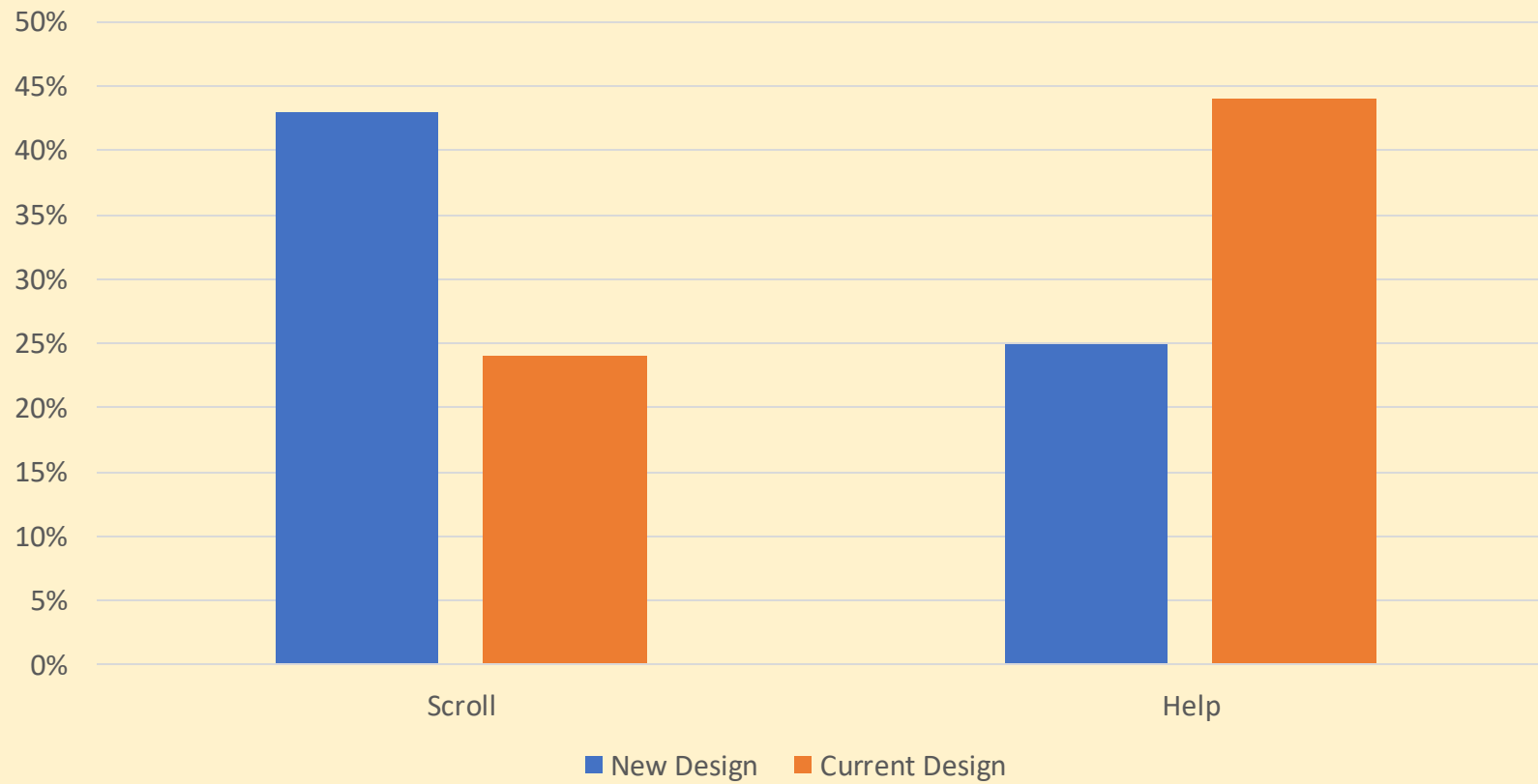
CURRENT DESIGN



			Page				
Country	Customer Type	Design	Home	Search results	Product 1	Product 2	Basket
Country 1	Customer type 1	New					
Country 2	Customer type 1	New					
Country 3	Customer type 1	New					
Country 1	Customer type 1	Old					
Country 2	Customer type 1	Old					
Country 3	Customer type 1	Old					
Country 1	Customer type 2	New					
Country 2	Customer type 2	New					
Country 3	Customer type 2	New					
Country 1	Customer type 2	Old					
Country 2	Customer type 2	Old					
Country 3	Customer type 2	Old					
Country 1	Customer type 3	New					
Country 2	Customer type 3	New					
Country 3	Customer type 3	New					
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Country 2	Customer type 3	Old					
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Country 2	Customer type 5	Old					
Country 3	Customer type 5	Old					
Country 1	Customer type 6	New					
Country 2	Customer type 6	New					
Country 3	Customer type 6	New					
Country 1	Customer type 6	Old					
Country 2	Customer type 6	Old					
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Country 2	Customer type 4	Old					
Country 3	Customer type 4	Old					
Country 1	Customer type 5	Old					
Country 2	Customer type 5	Old					
Country 3	Customer type 5	Old					
Country 1	Customer type 6	Old					
Country 2	Customer type 6	Old					
Country 3	Customer type 6	Old					

Frequency of code



In summary

1. Create a coding scheme
2. Make it simple
3. Represent your data graphically

Thanks for listening!

Any questions?

Images from:

- <http://www.pd4pic.com/images/old-video-cartoon-camera-movie-free-style-roll.png>
- <https://dab1nmslvvntp.cloudfront.net/wp-content/uploads/2015/02/1422942868Figure-3.jpg>
- <https://s-media-cache-ak0.pinimg.com/236x/83/bf/9b/83bf9b9ceae1ad36a7bf56838991000e.jpg>
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- <https://s-media-cache-ak0.pinimg.com/736x/67/db/50/67db5017b74ee259da0c4f6ecb4a237b.jpg>