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Deconstruction Analysis Techniques

Always keep your research project's endgame in mind to maximize the value of your efforts.

In preparation for the completion of your research project, Steve Baty outlines a systematic approach to help you analyze your efforts, your data, and the results. Remember you learn as much from what does not work as you do from what does.

Deconstructing your efforts and analyzing them can be a daunting task. Baty writes "*Analysis is that oft glossed over, but extremely important step in the research process that sits between observation (data gathering) and our design insights or recommendations. In many respects, the analysis is crucial to realizing the value of our research since good analysis can salvage something from bad research,...*

Read this abridged article BATY-DeconstructingAnalysisTechniques.pdf

1. **Summarize** each of the article's key points and the strategies outlined in the article.
2. **Reflect** on how this reading will enhance you and your group's efforts to interpret the results of your efforts.

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If you are interested in more detail a great resource with a more comprehensive version of this reading can be found at this website. http://johnnyholland.org/2009/02/deconstructing-analysis-techniques/ Deconstructing Analysis Techniques by Steve Baty, February 18, 2009, Steve Baty and Johnny Holland, February 18, 2009

Response:

In the article, “Deconstructing Analysis Techniques,” Baty describes the importance of research and analyzing the data in the correct manner. He explains that literature tends to be dry and “silent” in that it is written in a professional way. If a researcher wants to quote, they would have to explain in layman’s terms how it applies to the goal of their research and what they are intending on understanding. When the author looked online for a template to analyze literature, he found that there was very little about the process one would need to put into practice. According to the author, the process includes 1) deconstruction 2) manipulation 3) summarization 4) aggregation 5) generalization 6) abstraction 7) synthesis. The idea is to break up the research into pieces and rearrange them in a way that would make sense. After that, we are able to summarize quantitative data because then the countless numbers are not as confusing. Aggregate data is essentially pulling information from multiple sources. A good example of this is when we can create one calculation from three pieces — an annual customer survey, the number of product returns received, and the ratio of new to repeat customers. This composite value gives us a number we can track year to year but tells us each piece as well as something new by comparisons. Generalization and abstraction are similar because we only leave the essential information with an overall description. Lastly, synthesis is when we can combine all the parts of our research in order to explore one idea.

Personally, I think this was a very interesting reading because I have had trouble with analyzing information to prove a point. Even if I knew what I wanted to say with my research, my question was always “how do I explain that each part shows this?” Now, by having a process to unpack the research we will conduct, we can have a true understanding of what the research shows. Furthermore, we can also present the data and analysis in such a way that it presents with a problem, solution, bring up new ideas for research, etcetera.