

M Nava

Reading Assignment 7

Research & Development Methods

March 12, 2019

“Deconstructing Analysis Techniques” by Steve Baty, written on February seventeenth, two-thousand nine, is a text that outlines the techniques of analysis. Techniques of analysis include deconstruction, manipulation, transformation, summarization, aggregation, generalization, abstraction, and synthesis. This text will help in the analysis of the survey results that have been received. Each step will be taken to ensure that all the information given in the open-open-ended responses will be extracted and exposed for full design opportunity potential.

Deconstruction is the act of breaking down research stat into smaller parts. This first step will allow researchers to see the components for their individual value. This helps to bypass any information that may be impertinent and misleading to a helpful design solution.

Manipulation is the act of re-sorting, rearranging, or moving the research around as to see the possible patterns that exist within the responses. Spreadsheets or index cards can be a helpful tool when it comes to visualizing data and being able to rearrange it.

Transformation is the act of changing the data to arrive at a new representation of the observations. Turning the data into a scalable form such as the grading scale that is used in school.

Summarization is the act of bringing together data and treating them as a collective. The goal is to condense the data in a succinct form that can be communicated easily. The data can also be

put into categories such as frequencies, means, and standard deviations. The goal is to expose the underlying characteristics that could help with the design process.

Aggregation is the process of bringing together data from a variety of sources and adding it together. It also combines sources together to create something new, and this can be tracked over a long period of time.

Generalization is the step that takes specific research results and draws broad inferences about common elements. This is a way of describing the common characteristics of the objects reflected in the data.

Abstraction involves extracting only the essential information needed to communicate the particular characteristics of an object. This can be useful because it will remove visual noise from the analysis process.

Synthesis combines all of the concepts, ideas, objects, and other qualitative data in a new configuration to create a new design. This allows for an exploration of the whole and an easier way to see the bigger picture that could lead to a better design idea.

Other topics touched upon include reflection, visualization, and number-crunching. Baty was not sure if these topics belong in the analytical techniques, but believes they are important to the analysis process.