

00:19:46 Lisa McClain: Thank you for the resources link
00:19:47 Whitney Helwig: Hi all from WI!
00:19:50 Christine Jones: Hello from Minneapolis
00:19:51 Sam Alexander: 🙌
00:20:02 Оави): Hello all! Thank you so much for doing
this :)
00:20:02 Imauri: Bawl-DAH-more
00:20:20 Cara Scime: hello from Toronto Ontario
00:20:42 Kristin Terpeza: I'm on a jetpack :/ the
downside of being in middle of nowhere wi is I'm waiting to get
construction done to get Spectrum cable internet installed 😞
00:20:44 Alli Cohen: Hello from Denver!
00:21:09 Kristin Terpeza: So sadly no vid on
00:21:32 UX Research and Strategy: Connect with us! Use
our LinkTree with links to all our social media channels.
<https://linktr.ee/uxrs>
00:21:51 UX Research and Strategy: UXRS is part of this
year's 24 Hours of UX lineup, hosting a talk that will take place at
5 p.m. central time.
<https://24hoursofux.com/>
00:22:11 Lisa McClain: I'll be there!!
00:22:22 Sarah Wood: Hello from Santa Cruz CA. Would love
to connect with more UX people <https://www.linkedin.com/in/sarahgeisswood/>
00:23:29 UX Research and Strategy: Tell us what you
thought of today's webinar:
<https://forms.gle/aHaAjvrSASv8ujuW6>
00:23:49 UX Research and Strategy: We have a Code of
Conduct make sure you are following our respectful guidelines
https://www.uxresearchandstrategy.com/uploads/1/2/6/7/126713167/uxrs_code_of_conduct.pdf
00:24:34 Michele Ronsen: HI everyone! Here are a bunch of
resources, tools and articles I will refer to in today's
presentation >> Resources link
<https://tinyurl.com/36p93maj>
00:29:57 UX Research and Strategy: Want to keep the
conversation going after the event? Sign up for our Slack channel.
Fill in this form.
<https://forms.gle/4pFyZJyreEdvPWoz6>
00:31:17 Heather van H: Is this deck in the link above?
00:31:17 Jakkii Musgrave: note taking strategies
sounds like a good topic for a future session... 😊
00:31:30 John Shpati: ^^
00:31:38 Whitney Helwig: have gone wrong with note taking so
many times! Would love a session to learn more!
00:31:49 Yuliya Manyakina: +1 to previous comments
about note taking :)
00:31:55 Jessie Metivier: samee
00:31:55 Tribal: x2
00:32:01 Santiago Acosta: +
00:32:10 Jen Blatz - UXRS: Please include your
questions for Michele here in the chat and we will ask her after her
presentation.

00:32:12 Allison Grindle (she/her): Will you post the link again? I joined after it was sent.

00:32:51 Jen Blatz - UXRS: <https://tinyurl.com/36p93maj>

00:33:53 Marcella S.: Will the slides be shared?

00:34:01 UX Research and Strategy: <https://www.easybydesign.com/timestamped-notes-template>

00:34:43 Santiago Acosta: ^^ nice tool

00:34:53 Bobby Bishop: Thanks Anthony

00:35:10 Cherri Pitts: can you repost for the late joiners?

00:35:29 Lauren West: Thank you! Will this be recorded so it is viewable again?

00:35:41 UX Research and Strategy: Michele's resources from this session - <https://tinyurl.com/36p93maj>

00:35:45 Ziyun Tie: question: how to collaborate with other stakeholders to do synthesis/analysis asynchronously

00:35:58 Ziyun Tie: other stakeholders or other UXRs*

00:36:19 Heather van H: @jen - I have the resources doc open, I didn't see this deck. I feel like this would be an incredible tool, so I don't have to try to take notes now :)

00:36:27 Jen Blatz - UXRS: Want to keep the conversation going after the event? Sign up for our Slack channel. Fill in this form. <https://forms.gle/4pFyZJyreEdvPWoz6>

00:37:20 UX Research and Strategy: This session will be recorded and posted on our Youtube channel after the event https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber

00:37:31 UX Research and Strategy: Make sure to subscribe so you get notifications of when we have a new recording up!

00:37:31 Lauren West: Thank you!

00:37:53 Santiago Acosta: How many frameworks would you choose per topic?

00:38:28 Kristin Terpeza: Post it cat 🐱

00:39:19 Jakkii Musgrave: I still love post-its, sorry environment

00:39:29 Whitney Helwig: ^same...

00:39:41 UX Research and Strategy: Check out the UXRS website for information about past events, upcoming events, and more! <https://www.uxresearchandstrategy.com/>

00:39:42 Lauren West: Same - Too much screen fatigue sometimes always relying on digital

00:40:22 Bobby Bishop: pucks chuck knucks

00:40:29 Lauren West: but in other instances I like using FigJam

00:40:40 Rebekah Gordon (she/her): yes, i love FigJam!

00:41:22 Lauren West: 🤩 Great Tool

00:41:25 Stephen Frost - San Diego: The theme here is multi-dimensional representation--seeing patterns across many axes.

00:41:30 Kimberly Selway: LOVE the rainbow spreadsheet

00:41:40 .: Notion does it for me

00:42:00 UX Research and Strategy: Analyzing Data: <https://www.youtube.com/watch?v=uk7PpEGoCJM>

00:42:07 Lauren West: I haven't looked into Notion yet! I will give it a look

00:42:10 Lauren West: Thanks!

00:42:13 Grace Wolford (she/her): I'm such an airtable fan girl

00:42:14 Jessie Metivier: Notion for me too

00:42:29 UX Research and Strategy: Post your questions for Michele in the chat

00:42:32 Stephen Frost - San Diego: 👍 to Notion

00:43:00 Santiago Acosta: Notion > everything else 🤔

00:44:34 UX Research and Strategy: IMPACTS Framework: <https://dscout.com/people-nerds/impacts-framework>

00:45:48 Cherri Pitts: Is the analysis including the "Scrubbing"?

00:46:12 Elizabeth: <https://tinyurl.com/36p93maj>

00:46:13 Bobby Bishop: data cleaning?

00:46:22 Jonathan Adams: HI everyone! Here are a bunch of resources, tools and articles I will refer to in today's presentation >> Resources link <https://tinyurl.com/36p93maj>

00:47:09 Monique Tang: got error message... said site is down

00:47:17 michael cummings: interested in more depth about classification schemes, in general and in the frameworks - jumping off points/urls?

00:47:37 Cherri Pitts: or morning = kitchen and evening = bathroom

00:48:35 UX Research and Strategy: July Free Event - Networking Extravaganza <https://www.eventbrite.com/e/uxrs-summer-networking-extravaganza-tickets-345002069477>

00:49:58 Sadie Schrenk: This is my world right now... digging through very ugly Excel survey exports!

00:50:43 Mike: Definitely 😂

00:51:37 Jen Blatz - UXRS: Do you have questions for Michele? Post them here in the chat.

00:52:14 Cherri Pitts: icons

00:52:14 Rebekah Gordon (she/her): this is an interesting approach!

00:52:19 Stuart: Are these researchers or a test pool that are entering these terms?

00:52:20 Lori Olson: Just absorbing all the good info! All new to me haha.

00:52:23 Lauren West: Michele - Question: Do you ever send off a copy of these documents - for example we're reviewing the excel sheets right now - and distribute them to key stakeholders to evaluate their interpretation of the data sets?

00:52:26 César Assis: what are the criterias to create the themes to organize the data? is this a personal choice?

00:52:28 Santiago Acosta: emojis 🤖🚀

00:52:31 Eli tercero: lol


00:52:31 .: Is this Airtable or Excel?

00:52:32 Jakkii Musgrave: the iconography really

drives home the need for shared vocabulary
00:52:33 Lauren West: and maybe these are internal
skateholders
00:52:42 Cherri Pitts: I love using the colors
00:52:51 Titilope, Oluwatoyin Toluhi: Ooh woow,
interesting
00:52:55 Sarah Wood: So I assume this always comes with a
code book when you show with others?
00:53:06 Maureen Barlow: I've been using Reframer from
Optimal Workshop.
00:53:11 Maribel Zapien: Question: Is there a benefit is
sharing the raw data with Stakeholders?
00:53:34 Elizabeth: Do you ever use Dovetail or another
research repository? Have you used that to code and organize survey
or other quant research?
00:53:47 Barbara Rangel de Carvalho Braga de Mendonça:
Ziyun tie asked a question: how to collaborate with other
stakeholders to do synthesis/analysis asychronously – other
stakeholders or other UXR*s
00:53:54 Mahsa Bakhshaei: Is content analysis
different from thematic analysis?
00:54:01 Mark Sherrill: Was goi ng to ask the same question.
I've had good luck with Dovetail so far.
00:54:04 UX Research and Strategy: Here is an awesome
deep dive from a previous session about tips/tricks for analyzing
qualitative data. <https://www.youtube.com/watch?v=ThTzAvtrxIU>
00:54:09 Barbara Rangel de Carvalho Braga de Mendonça:
(sorry, i was copying the previous questions!!)
00:54:20 Jonathan Adams: Do any UXers use nVivo? I found it
SO helpful when doing content analysis in grad school.
00:54:38 Kieran Hatton: QUESTION: Is it easier to conduct
thematic analysis directly after note-taking? Or, do you tackle
content analysis later after note-taking AND affinity diagrams, for
example?
00:54:46 Mahsa Bakhshaei: Is she using content
analysis interchangeably with thematic analysis?
00:54:46 Sarah Wood: What do you mean by quite and loud?
00:54:50 Lorraine Chung: Nvivo too expensive 😞
00:55:06 Stephanie Roch: word clouds could be helpful with
verbatims to help identify themes, and then you can read through
looking for those themes
00:55:30 Andrea Castano: Any excel hacks to identify count/
frequency?
00:55:38 Alexandra: QUESTION: When identifying themes in
thematic analysis, how many notes do there need to be for a grouping
to qualify as a theme? Is there a general rule for this?
00:55:44 .: Randy Yay!
00:55:59 Orion Assefaw: are you going to email us the
recorded videos ?
00:56:02 Irem Ozekes: yes
00:56:03 Heather van H: someone needs to mute
00:56:04 Maureen Barlow: Yes
00:56:04 Jasmind Thomas: yes
00:56:06 Cherri Pitts: yes

00:56:11 Sarah Wood: yes
00:56:15 Lisa McClain: Yeah somebody has their mic on
00:56:16 Andrea Castano: Somone has their mic on
00:56:17 Santiago Acosta: mute to check..
00:56:17 Stephanie Roch: @Andrea - 'COUNTIF' function if
there's a word you're trying to count
00:56:54 Sasha Ragin: Where can we find these short
tutorials?
00:57:10 Andrea Castano: Yes! that's right, thank you
Stephanie!
00:57:21 Lisa McClain: Miro
00:57:24 UX Research and Strategy: Michele's resource
link for this session - <https://tinyurl.com/36p93maj>
00:57:40 Missy Bergen: Sasha - tutorials are at this link
in the resources doc: <https://www.curiositytank.com/blog/3-ways-to-analyze-and-synthesize-vive-la-difference>
00:57:41 Cherri Pitts: love Affinity mapping - Miro has an
amazing cluster diagram tool.
00:58:35 Santiago Acosta: Good to know about this miro
feature ^
00:58:39 Monique Tang: the tinyurl.com site is down, can't
access
00:59:02 Sasha Ragin: Thank you @Missy Bergen!
00:59:12 .: Having done so much quantitative x/ y plots,
I've never really thought of affinity mapping in 2x2. That's an
awesome idea
00:59:42 Santiago Acosta: Thank you super usefull!
01:00:12 Yawen Yu: @Monique Tang: [https://](https://www.curiositytank.com/alternative-analysis-uxrs-event-6722)
www.curiositytank.com/alternative-analysis-uxrs-event-6722
01:00:31 Sasha: will this talk be available after today's
session?
01:00:41 Monique Tang: Thank you!
01:00:49 Gabriela Gutierrez: I think so Sasha
01:00:58 UX Research and Strategy: This session will be
recorded and posted on our Youtube channel after the event
[https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgVQ?](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgVQ?view_as=subscriber)
[view_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgVQ?view_as=subscriber)

Make sure to subscribe so you get notifications of when we have a
new recording up!

01:01:13 Sasha: thanks!
01:01:22 Santiago Acosta: 
01:01:51 Malia Zoghlin: Love these frameworks!
01:02:02 UX Research and Strategy: Follow with us on
LinkedIn! (pro page)
<https://www.linkedin.com/company/ux-research-and-strategy-group/>
01:03:41 Yanitsa Buendia de Llaca: Any suggestions of
tools to create mind mapping online?
01:03:46 .: Kanban board feels
01:04:05 Polina Lysenko: Mural is a good tool
01:04:24 UX Research and Strategy: Triangulation:
<https://dscout.com/people-nerds/triangulate-user-research>
01:04:27 Cherri Pitts: MindMeister
01:04:48 John Shpati: LucidChart is lightweight and easy

to use

01:04:51 Yanitsa Buendia de Llaca: Ty

01:05:10 Yanitsa Buendia de Llaca: <3

01:05:33 Bobby Bishop: Crest Toothpaste... For your hair!

01:05:35 Lauren West: Love LucidChart

01:05:36 Whitney Helwig: If you choose to not include data do you document or call that out for awareness in the analysis?

01:05:44 Jen Blatz - UXRS: We want to hear from you! Tell us what you thought of today's webinar:
<https://forms.gle/aHaAjvrSASv8ujuW6>

01:06:28 Cherri Pitts: we don't know what we don't know

01:06:51 Santiago Acosta: true

01:07:00 .: Amen

01:07:15 Mahsa Bakhshaei: well put

01:08:01 Karen Stephen: As the CX person in my org, it makes my heart sing to hear the love for us!

01:08:28 UX Research and Strategy: Want to make connections with other folks in the UXRS community? Add your information to our linkedin collector form. (note: the link to the responses is embedded in the form directions)
<https://forms.gle/TfGM6jc1sx1EhvqX7>

01:09:18 UX Research and Strategy: Keep posting any questions you have for Michele in the chat

01:11:21 Alessandra Gallo: Any good tools for reliable interview transcripts in lieu of taking notes?

01:11:32 Mahsa Bakhshaei: zoom

01:11:45 Alessandra Gallo: I found Zoom not to be clear enough

01:11:53 Marjolein - Lisboa - UXR: Dovetail, MS Teams, Zoom

01:12:00 Christina Chateauvert: Otter.ai also works

01:12:02 Alessandra Gallo: I also tried Dovetail

01:12:20 Alessandra Gallo: I will try Otter.ai. I heard of it

01:12:21 Missy Bergen: Office365/Word online has been great for transcriptions - but not the desktop version.

01:12:21 Yanitsa Buendia de Llaca: Otter or google docs

01:12:21 Stephanie Roch: Otto creates transcripts. they aren't perfect but pretty good. And it will play the audio when you click on the text so you can hear the real words when it messes up :)

01:12:23 Sam Alexander: Otter!

01:12:25 Barbara Rangel de Carvalho Braga de Mendonça: docs by google.

01:12:30 Maureen Barlow: I've found Microsoft Stream is pretty good. Allows you to search via key words in videos.

01:12:33 Cherri Pitts: ZOOM uses Otter :)

01:12:47 Christina Chateauvert: Oh. I just use Otter directly so didn't realize that!

01:14:07 Kyle Soucy: @alessandra I caution against foregoing note-taking entirely. Relying on only transcripts will mean that important findings are missed. Oftentimes, I find that a major behavior during a research session is never even verbalized.

01:14:47 Cherri Pitts: I keep the recording and transcript

and listen several times, I always find something new.

01:15:02 Jen Blatz – UXRS: Same for me Cherri!

01:15:07 Jakkii Musgrave: You also remember more if you take your own notes, so I'd have notes _as well as_ transcripts whenever possible

01:15:27 John Sarmiento: When might it be appropriate to use past (primary research) studies in your analysis/synthesis, while considering the shelf-life of findings and insights? Also, any best practices with planning how data will be curated/repo'd before collecting the data?

01:15:28 Jonathan Adams: Transcripts should always be backups for notes

01:15:56 Cherri Pitts: Transcripts are great for exact words and quotes

01:15:57 Stephen Frost – San Diego: If you are taking notes on the fly during sessions, you are actively parsing what you are observing and starting to pull out important things. It saves work later. If there's a more subtle question, go back and watch the recording.

01:16:17 Lin H. Howe (she/her): great talk, thank you!!!

01:16:20 Alessandra Gallo: @kyle Good point. But sometimes note takers miss a lot of great info and I need to have both. Can't take reliable notes while interviewing

01:16:22 .: 🙌

01:16:22 Mahsa Bakhshaei: Excellet talk!!

01:16:26 Vazquez Hernandez, Karen: thank you!!

01:16:26 Jonathan Adams: Thank you Michele!

01:16:27 Anna Lee Anda: Really a lot of content, thank you!!

01:16:28 Barbara Rangel de Carvalho Braga de Mendonça: Michele: How do you see attomic research as a way to gain knowledge?? And what is your point of view on resusing data through different researches? Is it viable in your point of view?

01:16:29 michael cummings: 🙌🙌🙌🙌

01:16:30 Cherri Pitts: amazing, thank you

01:16:30 Alessandra Gallo: Thank you!!!

01:16:30 Mary Pedigo (she/her/hers): SO awesome, Michele!!!

01:16:32 Mahsa Bakhshaei: Good use of my time

01:16:32 Xheni (Jenny) Lamaj: Thank you

01:16:32 Rebecca Davis: Thank you, Michele!

01:16:34 UX Research and Strategy: Post your questions for Michele in the chat

01:16:34 Arian Karimitar: Great talk!

01:16:35 Stephen Frost – San Diego: 🙌

01:16:35 Sole Rodriguez: Thanks Michelle

01:16:36 Sarah Wood: Thank you!!!

01:16:37 Malia Zoghlin: That was wonderful!!

01:16:37 Lisa McClain: 🙌

01:16:37 Kyle Soucy: 🙌

01:16:38 Kristin Terpeza: Thank you Michelle!!!!

01:16:39 darran moore (he/him): 🙌

01:16:41 Aaron Shepard: 🙌

01:16:41 Hannah Balagot (she/hers): 🙌🙌🙌
01:16:43 Heather van H: 🙌
01:16:43 Lisa: Thank you Michele!
01:16:43 Jing Ge-Stadnyk: Thank you
01:16:44 Carlos Acosta: thanks michelle
01:16:44 Gabriela Gutierrez: Thank you!
01:16:44 Jayesh Dhonde: Thanks Michelle!!!
01:16:45 Chloe Wu: 🙌
01:16:47 Lana Stewart: Fantastic talk!
01:16:47 Yanitsa Buendia de Llaca: 🎉
01:16:50 Sasha Ragin: Thank you!
01:16:50 Sara Loup: Thank you Michele!
01:16:50 Lisa McClain: Thank you so much! Very insightful
01:16:51 Genevieve Kelly: 😊
01:16:52 Prathyusha Subraveti: 🙌
01:16:52 Parker Sorenson: Thank you Michele!
01:16:53 Clara Lewis: Thank you, that was excellent!!
01:16:53 Rainie Baldwin: 🙌
01:16:54 Enz Baur: thank you
01:16:57 Jasmind Thomas: 🙌
01:16:58 Santiago Acosta: 🔥 thank you
01:16:59 Titilope, Oluwatoyin Toluhi: 🙌
01:16:59 Jacqui L: I've used Otter.ai and Trint for transcripts. I really liked Trint (except for the cost), since it let you add terms to a terminology glossary
01:16:59 Melanie Levy: That was a fantastic talk! Thank you so much. 😊
01:17:00 Bestos Fongoh: Thank you
01:17:00 Cara Scime: Great talk I learned a lot. Thanks 🙌
01:17:00 Annabelle Tan: Thank you so much, Michele! 🙌
01:17:01 Marjolein - Lisboa - UXR: 🙌
01:17:01 Rashmi Vittal: Great talk. Thank you!
01:17:02 Maureen Barlow: I find it incredibly difficult to take notes while moderating research sessions. I'll think of follow-up or probing questions on the fly, and if I'm too focused on note-taking, I can't do that. I always rely on others to take notes, or I have to watch the recording and take my own notes afterwards.
01:17:03 S M: Great!! Thank you
01:17:03 Francimar Maciel: Thank you!
01:17:09 Mahsa Bakhshaei: QUESTION: difference between content and thematic analysis
01:17:10 Stephanie Roch: 🙌 thank you!
01:17:13 .: Q for Michele: Thank you for this amazing presentation. I want to delve a bit deeper on categorizing during all these analysis techniques. What type of categorization (behavioral, attitudinal, demographical etc.) suits which methods? Please name a few important matches that comes across your mind.
01:17:14 Jakkii Musgrave: Thanks so much Michele, that

was great

01:17:17 Titilope, Oluwatoyin Toluhi: Great talk, thanks Michele

01:17:25 Barbara Rangel de Carvalho Braga de Mendonça: Q for Michele: How do you see atomic research as a way to gain knowledge?? And what is your point of view on reusing data through different researches? Is it viable in your point of view?

01:17:50 Whitney Allen: Will the recording be sent out?

Having some connectivity issues in my area so couldn't get on 😞

01:17:52 Anja Kennedy: Fantastic talk and thanks for all the amazing resources and links!

01:18:07 UX Research and Strategy: This session will be recorded and posted on our Youtube channel after the event

[https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)

[view_as=subscriber](https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber)

Make sure to subscribe so you get notifications of when we have a new recording up!

01:18:30 Eleni Haloftis: Thank you for this great workshop!!!

01:18:38 Eleni Haloftis: I have to go but if anyone wants to connect:

01:18:39 Eleni Haloftis: v

01:18:42 Eleni Haloftis: <https://www.linkedin.com/in/eleni-haloftis/>

01:18:55 Vazquez Hernandez, Karen: I am happy to

connect too 😊 <https://www.linkedin.com/in/karen-vazquez-hernandez/>

01:19:06 Arian Karimitar: Slides on the shared Google doc is incomplete. May I know where I can have access to all?

01:19:40 Ziyun Tie: Thank you so much Michele!

01:19:43 Jacqui L: Question: In my org, many researchers conduct, analyze, and synthesize research solo, with varying levels of collaboration from the product team. Any suggestions on how to extract deep insights (efficiently) with limited collaboration opportunities?

01:19:46 Marjolein - Lisboa - UXR: Yes, I would love to have the complete deck as well :)

01:19:49 Jayesh Dhonde: Would love to connect as well!

<https://www.linkedin.com/in/jayeshdhonde/>

01:19:51 Susan Austin: Q for Michele: Curious about timing. Can you talk about timeframes for accomplishing these different synthesis/ analysis methods in different size studies?

01:19:52 Lisa McClain: <https://www.linkedin.com/in/lisa-mcclain>

01:20:16 Lori Olson: I am a school counselor transitioning to UXR. Would love to connect! www.linkedin.com/in/lolson15

01:20:32 Henry: Feel free to connect me! <https://www.linkedin.com/in/hehuaihsu/>

01:20:33 Thi Hannah Chau: Thank you Michele and the group! I have to get going but really enjoyed the presentation!

01:20:49 Clarkmesh: Would definitely love to connect, new to UX research but thinking this is my new purpose! Please connect w me <https://www.linkedin.com/in/clark-meshack-292285140>

01:20:53 Titilope, Oluwatoyin Toluhi: I'd love to connect

<https://www.linkedin.com/in/titilope-toluhi-99567915b>
01:21:12 UX Research and Strategy: We are trying to reach 50,000 followers for our group. Help us out! Follow us on our LinkedIn presence as our non-profit group
<https://www.linkedin.com/company/ux-research-and-strategy-group/>

We're also on Instagram
www.instagram.com/ux.research.and.strategy

Like us on Facebook!
<https://www.facebook.com/UX-Research-and-Strategy-107790134316377>

Are you following us on Twitter?

https://twitter.com/ux_and

01:21:13 Mike: Hey, would also love to connect!

<https://www.linkedin.com/in/luis-miguel-basurto-9079a9182/>

01:21:32 Barbara Rangel de Carvalho Braga de Mendonça: guy, lets connect on UXRS' slack!

01:21:43 Sarah Wood: Happy to connect also!! <https://www.linkedin.com/in/sarahgeisswood/>

01:21:47 Danielle Siano: <https://www.linkedin.com/in/daniellesiano/>

01:22:13 UX Research and Strategy: Want to keep the conversation going after the event? Sign up for our Slack channel. Fill in this form.

<https://forms.gle/4pFyZJyreEdvPWoz6>

01:22:20 Sharon Zambonino: I would also love to connect! www.linkedin.com/in/sharonzambonino

01:22:24 Polina Lysenko: <https://www.linkedin.com/in/polinalysenko>

01:22:31 Cherri Pitts: scrub, analysis, synthesis

01:22:41 UX Research and Strategy: Tell us what you thought of today's webinar:

<https://forms.gle/aHaAjvrSASv8ujuW6>

01:22:53 Stephen Frost - San Diego: To save this transcript: three dot menu bottom right > Save Chat

01:23:00 Trintab: how do you decide which kinds of data to not collect in consideration of privacy.. For example, can you set the survey to not collect long. lat, etc?

01:23:04 Santiago Acosta: +

01:23:08 Clara Lewis: Would love to connect! <https://www.linkedin.com/in/clara-r-lewis/>

01:23:09 .: Thanks @Stephen

01:23:10 Lisa McClain: Keep what's pertinent

01:23:17 Sumit Sheth: Happy to connect with brilliant people

01:23:38 Sumit Sheth: <https://www.linkedin.com/in/sumitsheth/>

01:23:43 Lisa McClain: Context

01:24:12 UX Research and Strategy: Want to make connections with other folks in the UXRS community? Add your information to our linkedin collector form. (note: the link to the responses is embedded in the form directions)

<https://forms.gle/TfGM6jc1sx1EhvqX7>

01:24:28 Bharat Raj Kunwar: Lets Connect

<https://www.linkedin.com/in/bharat-kunwar-230945bb>

Thank you all!

01:24:43 Lydia Shan: I would love to connect with you folks :) <https://www.Linkedin.com/in/lydiashan>

01:25:05 Anja Kennedy: [linkedin.com/in/anjakennedy](https://www.linkedin.com/in/anjakennedy)

01:25:11 Cherri Pitts: <https://www.linkedin.com/in/cherripitts>

01:25:58 Christina Rosché: <https://www.linkedin.com/in/christina-rosche>

01:25:58 Orion Assefaw: <https://www.linkedin.com/in/orion-assefaw-b2abb9104>

01:26:14 Marcin Przepiorka: <https://www.linkedin.com/in/marcinprzepiorka/>

01:26:15 Cherri Pitts: Content is a data source and the meta of the design.

01:26:16 Hilary Cooperman: <https://www.linkedin.com/in/hilary-cooperman-phd-44840b10/>

01:26:50 Atria Azarmi: Question – Can you please describe how to plan synthesis sessions with stakeholders that are effective? And how to avoid stakeholders feeling lost and feeling like it would be a waste of time for them.

01:27:16 Melody Ethley: +1 ^

01:27:20 Ilun Hsu: I help UX teams leverage product analytics to measure impact of what you design – would love to connect on LinkedIn – <https://www.linkedin.com/in/ilun/>

01:27:20 Mahsa Bakhshaei: QUESTION: how if a stakeholder comes to you and say that why should we listen to the results of your interviews with a limited number of users?

01:28:24 Polina Lysenko: What if they ask for that raw data?

01:28:36 Yilin Zou: May I ask will there be recordings? Thanks!

01:28:40 Mahsa Bakhshaei: haha...agreed!!

01:28:43 Cherri Pitts: its a checks and balances type thing

01:28:54 Mahsa Bakhshaei: for the sake of transparency

01:29:02 Cherri Pitts: ^yes

01:29:06 Sam Alexander: they just like having it

01:29:14 S M: <https://www.linkedin.com/in/stephanie-m-84773b83/>

01:29:22 UX Research and Strategy: This session will be recorded and posted on our Youtube channel after the event https://www.youtube.com/channel/UCbhHzt5UfetbARUebUaJgvQ?view_as=subscriber

Make sure to subscribe so you get notifications of when we have a new recording up!

01:29:24 Jannelle Navales: Hi y'all, I'm fairly new to UX and am looking to connect with more people in the field: <https://www.linkedin.com/in/jannelle-navales-6b2030209>

01:29:34 Marcella S.: “Like drinking from a hydrant” as David Travis says

01:29:36 Mahsa Bakhshaei: QUESTION: When can we skip

NDA?

01:31:02 Cherri Pitts: What do you need to know and what will you do with it, we are very careful about why even ask.

01:31:27 Glory Creed: Is there an upper limit on # of themes (while still remaining useful)?

01:31:52 Santiago Acosta: happy to connect 😊

<https://www.linkedin.com/in/acostasantiago/>

01:32:44 Samantha Bailey Fast: I also like the idea of using saturation to determine the number of people we need to talk to in generative research. It makes it harder to have a set number up front but then you can flex to more where needed (or less)

01:33:02 Yawen Yu: Can you speak about factors that would determine the size of your sample?

01:33:19 Enz Baur: in relation to not 'overloading' the team with all the raw data, do you sort/shorten content data yourself before sharing with the team for analysis creating themes?

01:33:19 UX Research and Strategy: <https://www.tandfonline.com/doi/full/10.1080/13645579.2015.1005453>

01:33:24 Mahsa Bakhshaei: +1

01:33:38 Lisa McClain: How do you find the right questions..

01:33:42 .: Thanks for the link ^^

01:33:56 Stephen Frost – San Diego: Grounded theory (Brene Brown) is saturation research: patterns emerge out of the mist and solidify.

01:34:27 Orly Sibony: QUESTION: Any recs for the frameworks that work best for stakeholders at orgs that move blazing fast (i.e., want research projects completed in a couple days)? Priority vs impact, for example?

01:34:28 Kristin Terpeza: Maybe I need to check the UXR dictionary/wiki for this but can we define evaluative and generative?

01:34:30 Lisa McClain: Thanks Stephen

01:35:02 Cherri Pitts: <https://link.springer.com/article/10.3758/BF03195514>

01:35:24 Bobby Bishop: @Kristin evaluative*

01:35:31 Stephen Frost – San Diego: @Kristin Terpeza evaluative: exploring known topics instead of fishing for them (early research)

01:35:36 Daniel Pham: Hi guys! I'm a graphic designer currently transitioning into UX Design. Would love to connect with you guys! <http://linkedin.com/in/daniel-pham-010922191>

01:36:00 .: Thanks @Cherri

01:36:28 Kristin Terpeza: @Stephen whoops, thank you -- getting the terms right to begin with is v helpful! 😊

01:36:40 UX Research and Strategy: Eventbrite for all upcoming events. Subscribe and don't miss a single event. <https://ux-research-and-strategy.eventbrite.com/>

01:36:41 Mahsa Bakhshaei: My husband found our house in W.C.

01:36:47 Melanie Levy: Hahah! I thought I was the only one who likes to redesign utilitarian areas to be more efficient!

01:37:27 John Sarmiento: Have to bounce – Thank you Michele for your talk and wisdom! Thank you UXRS for hosting the event!

01:37:28 Bobby Bishop: bathroom design is surprisingly very complicated.

01:37:48 Cherri Pitts: I have heard up to 8 hours of analysis per 1 hour of sessions.

01:37:58 Sadie Schrenk: I have to run but this was fantastic! Thank you Michele for sharing your wisdom and UXRS for organizing :)

01:38:04 Kristin Terpeza: Thank you @Stephen Bishop !

01:38:06 Michele Ronsen: Please connect with me!<https://www.linkedin.com/in/michele-ronsen-0a55233/>

01:38:07 Anja Kennedy: someone mentioned that analysis and synthesis takes about twice as long as the interview time

01:39:10 Glory Creed: I always take my own notes but I also tag team sessions and have others take notes when I want to focus on moderating

01:39:17 Danielle Siano: I would LOVE to assist other researchers on any project. Please reach out! <https://www.linkedin.com/in/daniellesiano/>

01:39:18 Christina Chateauvert: This has been amazing. Thank you for sharing your expertise!

01:39:37 Bobby Bishop: bring cookies?!

01:40:13 Fatih Demir: <https://www.linkedin.com/in/fatih-demir-phd-126495112/>

01:40:17 Stephen Frost - San Diego: Yes, good point: Have an assistant to help with notes, and/or be solid and fluid with your interviewing so that you don't feel taxed.

01:40:25 Mahsa Bakhshaei: I like that you always get back to "beautiful mind"

01:40:26 Trintab: <https://www.linkedin.com/in/abigailripstra/>

01:40:31 .: Dark Arts

01:40:33 Cherri Pitts: schedule regular checkins

01:40:39 Bobby Bishop: cognitive load is not just for the participants

01:40:51 Parker Sorenson: Would love to connect: <https://www.linkedin.com/in/parker-sorenson-bb0022a7>

01:40:58 Robyn Lyn (she/her/hers): Hoping to transition from academia to UXR. Would love to connect! <https://www.linkedin.com/in/robyn-lyn/>

01:41:07 Stephen Frost - San Diego: But the context of the session is so rich with cues that it helps to note them right there if they are "loud."

01:41:49 .: I love this. Amazing question and equally amazing answer

01:41:54 Yilin Zou: Happy to connect with everyone: <https://www.linkedin.com/in/yilin-z-62311ba8/>

01:41:58 UX Research and Strategy: Analyzing Data: <https://www.youtube.com/watch?v=uk7PpEGoCJM>

01:42:01 Yawen Yu: Hoping to transition into UXR and would love to connect! <https://www.linkedin.com/in/yawenyu/>

01:42:02 Danielle Siano: impressive!

01:42:09 Kristin Terpeza: Great Q &A about engaging stakeholders...meaningful flattery/tagging asking Qs is no joke :) There is so much I DON'T know in a large, complex org and

ecosystem :) (Also I'm not a researcher, just a humble content designer who will be doing lots of audits!)

01:42:15 UX Research and Strategy: Here is an awesome deep dive from a previous session about tips/tricks for analyzing qualitative data. <https://www.youtube.com/watch?v=ThTzAvtrxIU>

01:42:36 Bobby Bishop: vacuums would be very noisy to do research inside of

01:42:40 Santiago Acosta: Thank you so much!

01:42:40 Tina Oko: Thank you Michelle! Awesome talk

01:42:40 Kristin Terpeza: (And looking for patterns and ways to ask better Qs of PMs and Research)

02:15:30 Kristin Terpeza: Thank you so much UXRS!

02:16:13 Bobby Bishop: accessibility is pretty big

02:16:15 Kristin Terpeza: @Mike (Not sure of your last name but in Mexico City): <https://www.linkedin.com/in/kristinterpeza/>

02:16:26 Bobby Bishop: usability testing

02:16:32 Kristin Terpeza: and anyone else I spoke with/who wants to connect!

02:16:42 Kristin Terpeza: Need to drop thank you again UXRS and Michelle!

02:16:48 UX Research and Strategy: here is a link <https://www.youtube.com/watch?v=7gy4R0GRbCU&feature=youtu.be>

02:17:56 Izobelle: One of my fellow cohorts actually transitioned from academia (she was teaching in Spain pre-covid) I would be happy to connect you both on linked in (:

02:19:01 Mike: @Kristin Terpeza I have just sent you the invitation to connect on LinkedIn 😊

02:20:55 Sasha Ragin: Thank you for hosting this event and for the networking opportunities! That was great advice, Aaron. I have to head out. Good night everyone.

02:23:28 Bobby Bishop: I would have them define everything

02:23:36 Bobby Bishop: why sales?

02:24:05 Clara Lewis: Have to head out -- thank you again for this wonderful event! 😊

02:25:37 Danielle Siano: @vazquez i can't find you on linked in. would you mind connecting with me or putting a link in here for me please? so excited!!

02:26:08 Danielle Siano: here's me <https://www.linkedin.com/in/daniellesiano/>

02:27:18 Lyza Fontana: Thanks @danielle

02:31:39 UX Research and Strategy: Want to keep the conversation going after the event? Sign up for our Slack channel. Fill in this form. <https://forms.gle/4pFyZJyreEdvPWoz6>

02:31:42 Sarah Wood: <https://www.linkedin.com/in/sarahgeisswood/>

02:32:04 Bobby Bishop: adplist is mainly for designers, but do have some researchers

02:32:14 Danielle Siano: if anyone is looking for an assistant, I would love to help with your project!

02:32:20 Izobelle: ^ didn't know that about ADP list

02:32:48 Bobby Bishop: empathy seems to be strong in UX

02:33:13 Danielle Siano: thanks to those who offered advice!

02:33:14

Fran C: Agreed! Thanks so much for the event.