

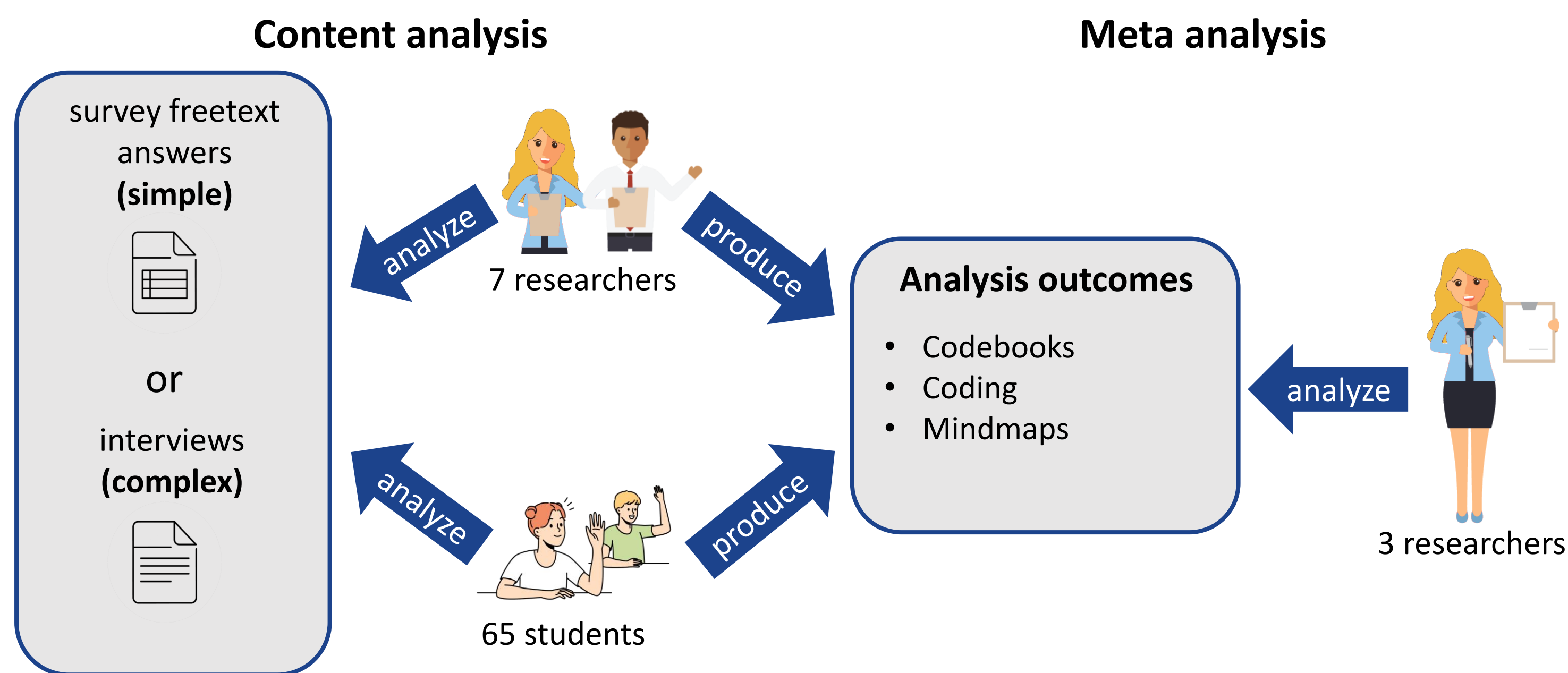
# Different Researchers, Different Results? Analyzing the Influence of Researcher Experience and Data Type During Qualitative Analysis of an Interview and Survey Study on Security Advice

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## How many coders do we need in qualitative analysis?

- RQ1: How do coding results differ for **simple vs. complex** data?
- RQ2: How do coding results differ for **researcher experience**?
- RQ3: What is the **reviewers' perspective**?

### Empirical Evaluation of the coding process



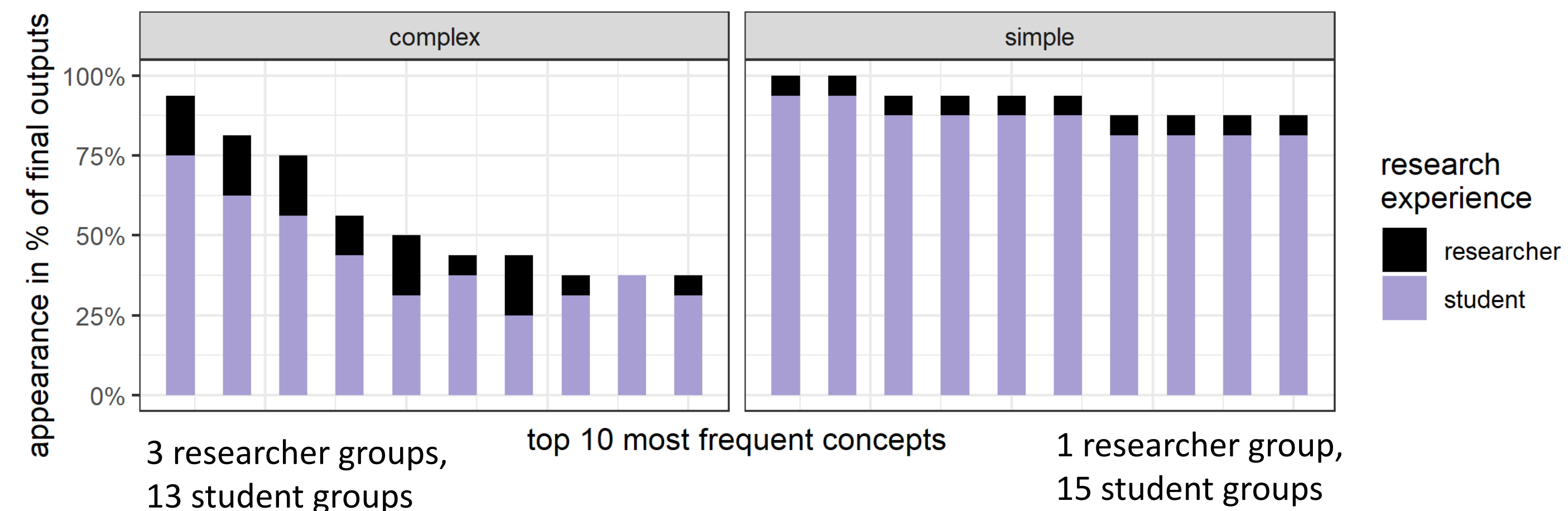
### Survey of SOUPS PC Members



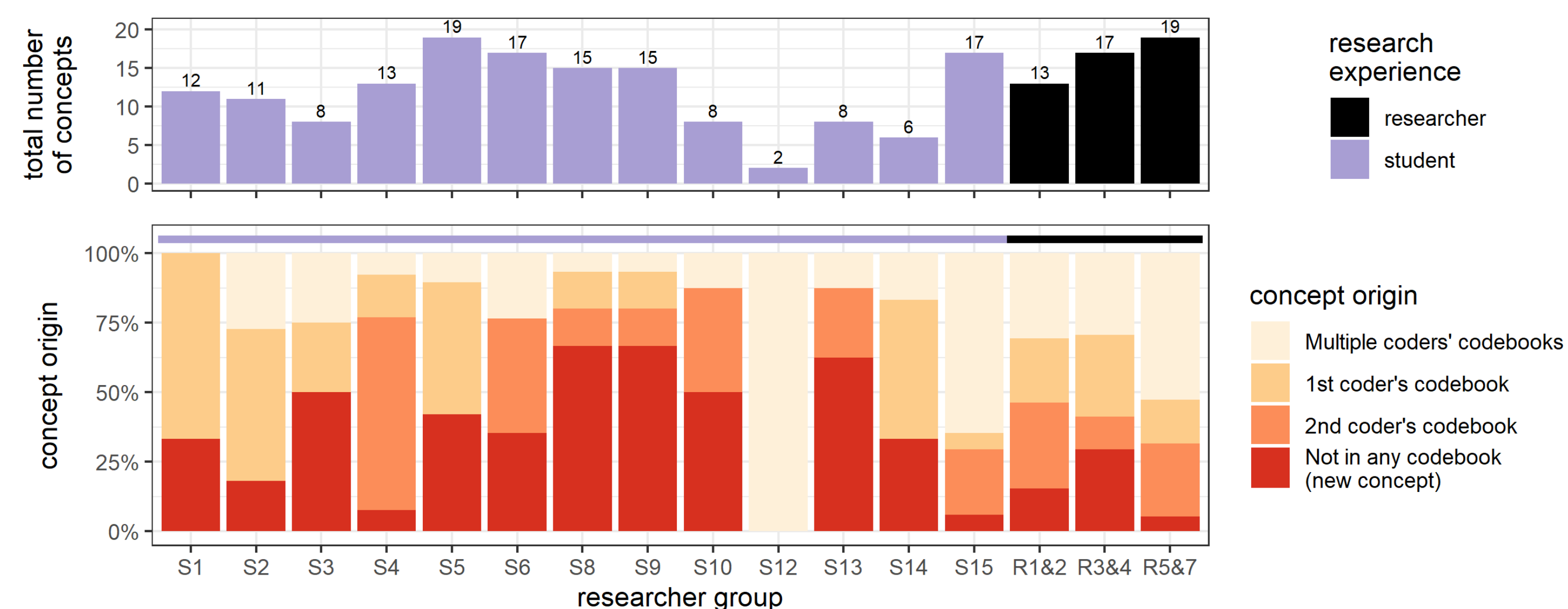
## Recommendations:

- 1) Use **multiple coders** when RQs/ data are open-ended and **complex**. (RQ1)
- 2) For **simple**, well-defined data and RQs: A **single coder** may be sufficient. (RQ1)
- 3) Coding with multiple researchers, discussions and **interaction between coders** are a vital part of the analysis process. (RQ1)
- 4) Make clear **who the analyzing researchers** are and what level of expertise they have. (RQ2)
- 5) Describe your method thoroughly. Explain and **justify** important methodological decisions. (RQ3)

### Simple data leads to less variation than complex data



### Different contributions from different coders (complex data)



### Reviewers' quality criteria:

"It depends more on the goal of the analysis than on the type of data. Even with complex answers, some goals might be more straightforward and require less rigor than other goals." (PC13)

"It depends on the type of qualitative analysis and how the results are being used." (PC5)

**It depends!**



"[...]The approach should be described in the paper and justified as to why it is appropriate for the research questions." (PC27)

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