

AudienceNet

Data Design and Infographics

Will Caspari, Politics and Quantitative Methods

Introduction

As a Q-Step intern at AudienceNet, I was not assigned to one specific project, instead being available to help members of the team with anything they needed doing. This ranged from testing survey scripts, to analysing the results of completed surveys, the data for which had been processed by AudienceNet's team in Australia.

Objectives

I hoped to improve my data handling ability, and gain skills in using analytical programs such as Q.

Experience

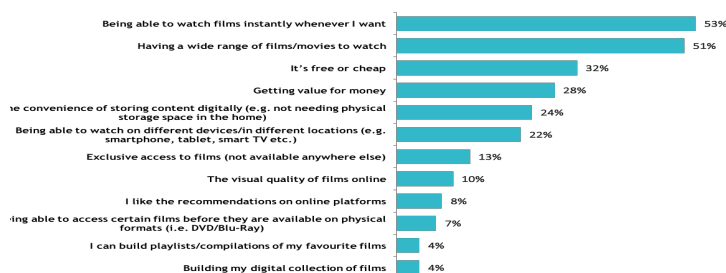
While at AudienceNet as opposed to working on an individual project, I assisted the data team with a multitude of projects over the 8 weeks. This ranged from government commissions, to clients from the world of social media and the military. Most of the team worked across all the projects through all stages of the work, from pitching for the commission in the first place, to writing the final report.

The data cleaning I did do involved consolidating the results of surveys run in a number of countries, into a single excel document, that would be easier for the data team to interpret. Data ranged from hyper-local, to international, which provided an interesting perspective on varying opportunities for research.

For the most part manipulation of data involved turning it into charts, that I had been prescribed by a different member of the team. For example, turning ethnicity into a pie chart, or yearly income into a bar chart.

I did a lot of work making graphs out of data acquired for the Office of Copyright Infringement (OCI). This data described the different ways people consumed media such as tv, film, music, live sports, software, and e-publishing, and whether it was done so legally or illegally. It was interesting to observe the generation differences in the type of consumption, and people's reasons for doing so.

Q. What are the main reasons that you choose to access films online (i.e. downloading or streaming)? Please select your top three... (%)



Base: 1,959 (those who downloaded or streamed films online in the past three months)

Skills

The vast majority of my time was spent using the basic features of Excel. I was also given some training on Q, which is the software in which the results from surveys is first processed. This was put into practice towards the end of the internship to help with one project, and it was a useful experience to see how data makes its way from a raw format into the excel

Final Project

Towards the end of internship I was given a research project, and asked to present to the team on the relationship between social media and usage and mental health, as well as some research into video games.

For the first of these I compared a number of studies that currently exist. The University of Pittsburgh for example failed to find a direct correlation between usage levels of social media and depression, but more that it is dependent on the type of activities people engage in while on the networks. A cross sectional study was undertaken of almost 500 Scottish adolescents (aged 11-15), and from this they concluded that social media usage did have the potential to lead to poorer sleep quality and anxiety over physical validation, which could in turn lead to depressive symptoms. I also found this graph to help represent lack of a correlation between video game sales, and homicide rate, concluding that the availability of weapons, was a far more significant factor.

Video game sales are not linked to a country's firearm homicide rate

The U.S. is an outlier when it comes to its rate of gun-related violence

