

# Data processing and analysis essay



**ASSIGN  
BUSTER**

The interviews were designed to address four main purposes. Understand the characteristics that the community associate with recycled water, understand the level of knowledge about the topic and assess if they would drink recycled water or not, and what motivates them to do it or not.

Since the purpose of this research is to come up with a theory, the system for data analysis used is the Grounded Method Theory. Because the interviews have an unstructured type, the recordings of the interviews will be addressed as a whole for each of the objectives, instead of only analyzing one or two questions, since there are no specific questions or a specific order to do it, just guidelines of the topics to be assessed. To approach the first objective about recycled water characteristics, a list of characteristics mentioned by participants, must be retrieved by analyzing the recordings thoroughly. For this exercise, synonyms must be detected and consolidated onto a single word, for better result analysis.

Based on the answers of the interviewees, ATA will be generated, in form of lists by quoting their opinions, about the level of knowledge on recycled water, to state if they would drink recycled water, and the reasons behind it. Then, the answers about level of knowledge should be divided into three categories, basic, advanced and no knowledge. Regarding if they would drink recycled water, the answers should be simplified into yes, no and maybe. To acknowledge the motifs behind drinking recycled water or not, a basic list of the principal motives should be gathered, and again special attention will be given so answers are not duplicated, this is achieved by assimilating equivalent motifs into a single one. When assembling these answers into each

of the correspondent classes, for each one of them, subgroups will be created.

This subgroups will be regarded to the target segments and regarded to if the person did or did not had an environmental concern previously, so that differences, relevant or not relevant, bet. Keen several profiles become noticeable.