

Assessment 2 - Using Primary Data

“High-Performance Women” based on the *LifeHacker*’s “How I Work” Series

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Aminata E. Adewumi

New Jersey City University

Author Note

Aminata E. Bamba Adewumi, Department of Educational Technology, New Jersey City University Correspondence concerning this article should be emailed to Aminata Bamba Adewumi at edidi112@gmail.com

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### Introduction

The assessment for this project is using primary data to code ten interviews from the *LifeHacker*'s "How I Work" series. The purpose of the interviews was to code qualitative data based on the backgrounds of high-performance women. Women and minorities are underrepresented in Science, Technology, Engineering, and Mathematics (STEM) field because of gender differences, not having much support to pursue careers in sciences and mathematics, and social stereotypes (Diekman *et al*, 2010; Eagly *et al* 2000). Women make up half of the United States' population; however, out of 500 CEOs in Fortune, only 4.6 percent are women (Warner, 3/7/14). Coding qualitative data is the process of arranging, labeling, compiling, and sorting the given data (UC Davis, 2012; Taylor *et al.*, 2010). Coding the interviews made the search easier to make comparisons and identify similarities. The interviews were categorized by common keywords, terms, phrases, concepts, and of no value.

### Procedure

The ten interviews were based on women's performance in their field of work as CEOs, creative women, scientists, researchers, producers, managers, and developers. Each interview was labeled as Interview 1-10 (See Figure 1); upon reading the interviews, keywords, themes, concepts, phrases, and terms were identified and underlined (See Figure 2 and Figure 3). UC Davis (2012) stated that writing down notes from the reading were essential to the critical process. There were four major keynotes used: (1) Positive Reaction/ Motivation Statement, (2) Being Too Confident, (3) Day-to-Day Challenge: Emotion, Work, and Sleep, (4) No Tech Day/ Old Fashioned Way. Some common words

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in most of the interviews were the use of iPhone, reading books, travelling, MacBook Air, working at home than the office, and listened to music.

### **Coding**

#### *(1) Positive Reaction/ Motivational Statement*

One recurring theme was how the women deal with stress. For instance, Aurelia Moser indicated to decreased her stress level, she does task that takes less than two minutes (Orin, 5/03/17). Ven Lai stated, “I keep a cool composure under pressure and stress. I thrive on challenges, conflict, and setbacks,” (Orin, 2/01/17). Kathryn Minshew created three must-to’s on post-it note daily system called 3x3 (Miller, 3/12/14). Arianna Huffington wrote books called *Thrive*, and *Sleep Revolution* about everyday stress; and travelled to help people with the issue (Orin, 1/11/17). Arden Hoffman’s approach was about simplicity, taking away the distractions, and focusing more on people (Orin, 11/23/16). Tina Wen was about efficiency and approaching life with a sense of curiosity (Orin, 6/18/14). Simone Giertz beat everyone at humility (Orin, 5/11/16). Jane McGonigal fought anxiety by having million things to do (Orin, 9/01/15). Manoush Zomorodi learned to manage her energy instead of pushing herself hard (Orin, 3/11/15). Finally, Danah Boyd breathed by being attentive to others (Orin, 7/02/14).

#### *(2) Being Too Confident*

Being Too Confident represented the self-confident, self-obsessed, and self-possessed interviewees in their field of work. 70% of the interviews fit the confident category. Aurelia Moser was compulsively over-organized and good at color coding (Orin, 5/03/17). Ven Lai learned a lot of things at fast speed (Orin, 2/01/17). Kathryn Minshew

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was excellent at good accents and swapping things (Miller, 3/12/14). Tina Wen was a working-out-aholic and competitive by nature (Orin, 6/18/14). Jane McGonigal was hyper-focused and never get rid of old notes (Orin, 9/01/15). Manoush Zomorodi was obsessed with to-do list managers and pushed herself too hard (Orin, 3/11/15). Finally, Danah Boyd prided herself on being too excellent (Orin, 7/02/14).

### *(3) Day-to-Day Challenge: Emotion, Work, and Sleep*

The day-to-day challenge focused more on the obstacle; being emotional, labor, or sleep challenge. Everybody in life always encountered difficulties, but find a way to overcome those problems. Most of the interviewees had sleeping problem because of their work or home life. These are some of the challenges, Aurelia Moser realized that Pomodoro planning added more stress to her life, laughed at unsuitable times, and was a low-level sleeper (Orin, 5/03/17). Ven Lai was obsessed with her phone like the others (Orin, 2/01/17). Kathryn Minshew was a messy worker with a lot of snacks in her desk draw (Miller, 3/12/14). Arianna Huffington was overwhelmed by stress like the others (Orin, 1/11/17). Jane McGonigal had flying anxiety (Orin, 9/01/15); and finally, Manoush Zomorodi over worked herself that burned her out (Orin, 3/11/15).

### *(4) No Tech Day/ Old fashioned Way*

Letting go of technology could sometimes be hard, but these interviewees find ways to have a stress reduced life without their devices. Most of the interviewees used pen and paper, and read from hard copy books. They also turned off their phone and other devices. Ven Lai usually had sketchbook, notes, and pen for ideas (Orin, 2/01/17). Manoush Zomorodi indicated that she was big on white boards and Post-it notes like the

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others (Orin, 3/11/15). Finally, Tina Wen stated, “My favorite way to manage to-do lists is a technology that dates back to 1977: Post-it notes! I put them on my monitor in the morning, and I don’t go home until they’re all in the trash” (Orin, 6/18/17).

### **Conclusion**

The process for the interviews was to focus on how women work in general. Reading each interviews was very inspiring and motivating. We all have a system on “How to Work” on our career, home life, and extra activities; however, it was wonderful to see CEOs and high performance women work on their crafts.

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**Figure 1:** Ten Interviews

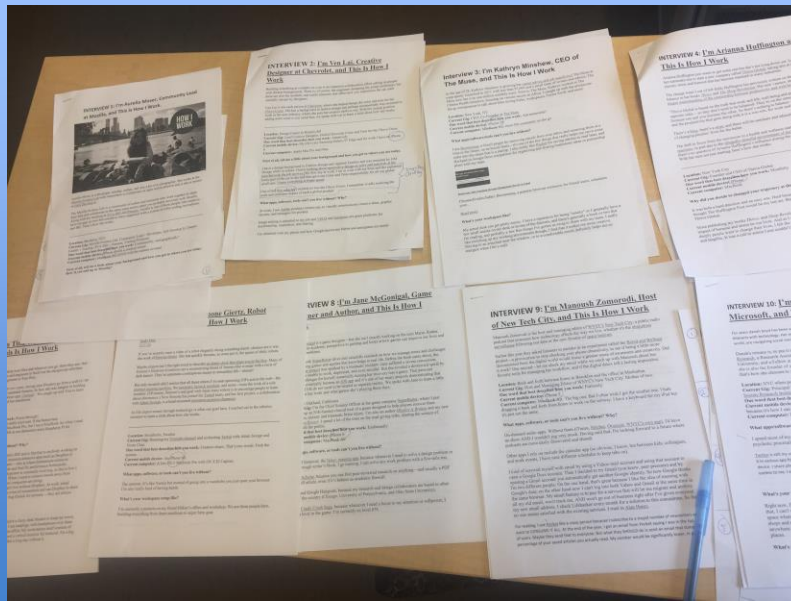
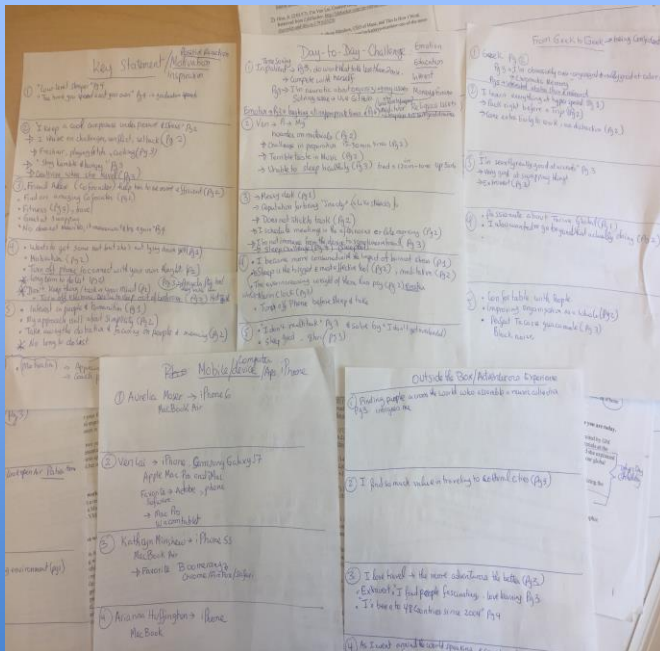


Figure 1. Ten interviews were labeled

**Figure 2:** Papers Note



**Figure 3:** Interviews Note

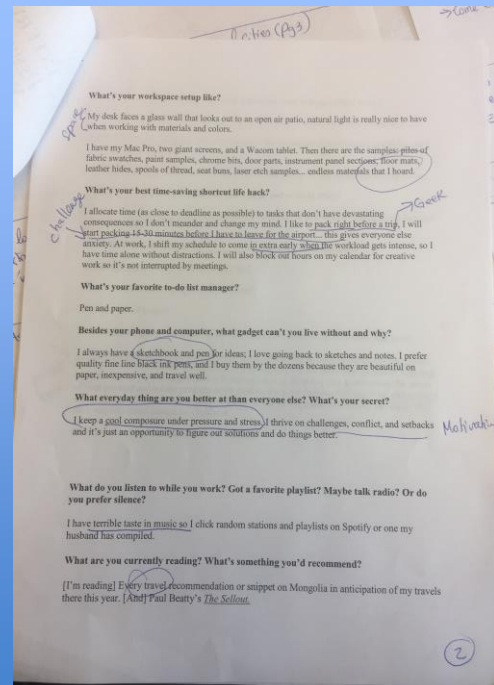


Figure 2 and 3: The papers note and interviews note helped identifying keywords, themes, concepts, phrases, and terms. The keywords were underlined and put in circle.

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