



Master's Thesis Evaluation Form

Student's name: Rebecca S. Vaughan

Thesis title: **Conversations With Our Apps**

Name of the supervisor:

Name of the opponent: Prof. dr. Hynek Jerabek

What are the strengths and weaknesses of the thesis? Please give your reasons for the suggested grade in detail below.

1. *Does the author show understanding of one or more theories, and use theory to generate a hypothesis or to make the problem area more understandable?*

Comments: Yes, the master thesis is based on important theories in the field of Communications research, Science and Technology Studies and interpretative tradition (p.6 nn.). Especially the theories by (Podmajersky 2019) and Grice's four maxims of conversation (p.9-10) (Cole et al. 1975) are successfully applied. People treat computers as social actors (p.10 nn.). Rebecca S. Vaughan distinguish three types of tone and language "playful, conversational, and technical" (p.18).

2. *Is the research question articulated clearly and properly? Is the research question sufficiently answered in the conclusion?*

Comments: Yes, the research questions the author articulated properly (p.16). They are three and are related to each other. In summary she would like: "... to examine how a global audience interprets various language types...". The background for it is in the theoretical vision that exist connections between User Experience (UX) with applications (Apps), e.g., computers, and face-to-face conversation (p.6). Good explanation for it could be that people treat computers the same way as they treat other people. (p.10). The research questions are answered in a proper way in the part 3.2. Interpreting key outcomes (pp. 37 – 64). Some general responses the author presents in the conclusive part of the master thesis (pp.65 - 68).

3. *Is the thesis based on relevant research and literature and does it accurately summarize and integrate the information?*

Comments: Yes, the literature and sources that author used are relevant, well chosen and accurately used.

4. *What is the quality of the data or the other sources? Are the sample method, data collection and data analysis appropriate?*

Comments: 14 semi-structured interviews with a carefully selected participants (7 native speakers and 7 non-native speakers, men and women, different age, diverse countries, and continents. In COVID – 19 pandemic situation the author used on-line questionnaire as the only possible variant for data collection. The data are O.K.

5. *Are the findings relevant to the research question? Are the conclusions of the thesis based on strong arguments?*

Comments: The findings are relevant. But they are dispersed on many pages 35-64. Only most important results are summarized in the conclusion (p.65-67). I see as important that Rebecca Vaughan contributes to the validity of Grice's maxims and says: "When any of the



language types violated these maxims, participants were more likely to disengage from the conversation.” (p.65).

6. *Are the author's thoughts distinguished unambiguously from the borrowed ideas?*

Comments: Yes, they are.

7. *Is the thesis containing original/innovative research (in terms of topic, approach, and/or findings)?*

Comments: Yes, the questions and approach are innovative. The findings could not be fully decisive in this limited context of the research made under the specific COVID – 19 situation.

8. *What is the quality of style and other formal requirements?*

Comments: The text is well structured and comply with all formal requirements. The author wrote: “The idioms, colloquialism, and slang ... is not always culturally and generationally transferable.” (p.26) But she used specific words and acronyms: “apps”, “UX” and “VPN” as generally known and understandable by all readers. They are explained in the text, but their frequent use contradicts the findings of the thesis about the need of easy understanding for all.

9. *Are there any other strengths and weaknesses of the thesis, which are not included in the previous questions? Please list them if any.*

Comments: The master thesis is strong in the complexity of the approach and in understanding the communication between people and their apps in many details. I also appreciate a lot the collaboration with a private company and therefore also the usefulness of the research and his findings.

10. *What topic do you suggest for the discussion in the thesis defence?*

Comments: Are there any practical advice concerning the conversational language in the apps? Do you expect that could be good approach to differentiate in the style of language in marketing for different products?

11. *Declaration that the supervisor has read the result of the originality check in the system: [] Theses [X] Turnitin [] Original (Urkund)*

Supervisor's comment on the originality check result: The master thesis is an original text.

Overall assessment of the thesis:

(Please, state clearly whether the thesis is or is not recommended for a defence and write the main reasons for the recommendation). **The thesis is recommended for a defence. It has good theoretical grounding, empirical evidence, and brings new findings.**

Proposed grade: ***B - excellent***

(A- B: excellent, C-D: very good, E: good, F: fail)

Date: September 12th 2021

Signature: