



# MMRL Experience

Asa Sam

# My Goals for the Summer

Goal 1: Improve writing skills by creating a research analysis summary

Goal 2: Improve communication skills

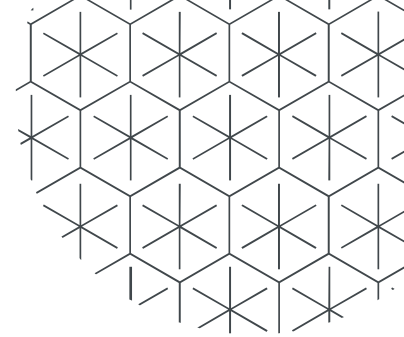
Goal 3: Gain more knowledge on the qualitative research process

Goal 4: Work on personal growth to become a valuable asset to a team and work collaboratively

## What is the MMRL?

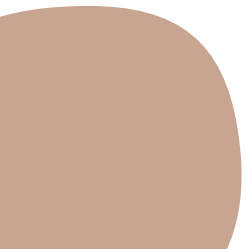
- Multitude of projects that swim throughout the MMRL
  - The MMRL is that spot
    - To where people send their projects if they're in need of assistance
- These projects have transcripts that get cleaned, coded, and sent back to get a better understanding of how to move forward

# Kumanyika Project



## Operation Good Foods and Beverages

- Target influencers to enhance and disseminate the significance of healthy diet to the Black Youth
- All the transcripts we worked with were based on interviews with influencers, Black and non-Black, to see what factors play into their decision making on social media



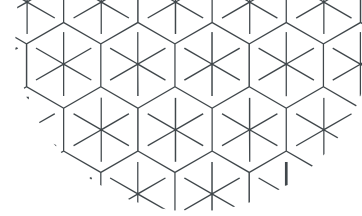
# How Did I Contribute?

- Cleaned transcripts
  - Removing identifiable information
- Developed a codebook to discuss in IRR meetings
- Learned how to use Nvivo
- Coded transcripts through Nvivo
- Worked on a summary analysis of my experience

The screenshot displays the Nvivo software interface. On the left, a 'Nodes' list shows a hierarchical codebook with categories like 'Attitude', 'Balance', 'Community change', 'Economy', 'Infrastructure', 'Memorable quotes', and 'Natural environment'. The 'Natural environment' node is expanded to show sub-nodes such as 'Dredging', 'Ecosystem services', 'Environmental change', 'Environmental impac.', 'Habitat', 'Landscape', 'Renewable Energy', and 'Water quality'. The main window shows a transcript snippet with text about the natural environment. A yellow highlight is placed over a question: 'Q.3. Professional Perspective on Down East'. The interface includes a search bar at the top and various toolbars for navigation and editing.

Name	Sources	Referenc.
Attitude	0	0
Balance	3	6
Community change	11	49
Economy	14	172
Infrastructure	7	15
Memorable quotes	4	11
Natural environment	14	111
Dredging	1	1
Ecosystem services	6	6
Environmental change	12	39
Environmental impac.	5	8
Habitat	8	19
Landscape	8	14
Renewable Energy	0	0
Water quality	8	24

# Lessons Learned



01

**Always do your best**

02

**Communication is key**

03

**Make sacrifices**

04

**Don't be afraid to say yes**





# Thank You!

**Andrea Bilger**  
**Megan Grabill**  
**Joanne Levy**  
**Chichi Nwadiogbu**

[asasam@sas.upenn.edu](mailto:asasam@sas.upenn.edu)

