

Example for relevance table

The form of a table is meant to help you to be more systematic. This table will have to be turned into regular text in your actual MA thesis. The examples below are, of course, hypothetical. But you are getting the idea, I hope. Make sure to:

- Focus on your actual topic and RQ
- Find various different stakeholders
- Provide actual arguments/evidence to support your claims in column 2

Title of thesis: Selection of smartphone

RQ: Which of two smartphone models (iPhone 13 and Samsung Z Flip 3) shall I purchase?

Who (Stakeholder)	Why (would they be interested)	Arguments (data, quotes, references)
Me	Because after considering all available models, these two seem to be the only real options to choose from. (RF: Note: I did not explain why I need a smartphone, as this is NOT the topic of my thesis)	Study by "A" who shows that after all, these two models are the only real options. Data on the market share of these two models compared to others.
Samsung	Because Apple is their main competitor, and they would be able to improve their sales if they knew what users like me pay attention to, and how I evaluate the comparative strengths and weaknesses of their product.	Statement by Samsung showing that Apple is their main competitor. Report by Samsung showing that they are actually interested in what their users think, in particular in terms of comparing their products to those of the competition.
Apple	Because Samsung is their main competitor, and they would be able to improve their sales if they knew what users like me pay attention to, and how I evaluate the comparative strengths and weaknesses of their product.	Statement by Apple showing that Apple is their main competitor. Report by Apple showing that they are actually interested in what their users think, in particular in terms of comparing their products to those of the competition.
Austrian state	Regulators can be interested in maximizing tax revenue, or in achieving environmental goals. Knowing user preferences will enable them to set taxes at a level that allows revenue optimization. Knowing user preferences for certain models will help them to understand in how far environmental friendliness matters for consumer choices. This knowledge can be used to draft regulations that encourage or discourage certain types of behavior.	Study/statement by regulators showing an interest in the impact of mobile phones on the environment, etc.
My friends	Some of them will want to use the same model as me to ensure maximum compatibility. Others will want to use NOT the same model in order to ensure greater diversity and to be able to compare our user experiences in the long run so that we can make better choices in the future. Some might simply find it silly if we all had the same phone.	Interviews with my friends.
Hackers	Hackers targeting me personally need to know the phone model I use to devise the most effective strategy to intrude into my privacy.	Previous evidence of hacking attempts; statements from hackers that it is crucial to know the model of a target's phone.