

UX - Qualitative Analysis

I think that...

What I received was the identical SOONHUA SH666 microphone which appears to be the same as the Fifine SF666. Some people have found the output level rather low but my experience is the opposite. Position the mic closer than 12 inches and you may get some 'spitting' even with the filter attached. It functions perfectly as a mic for Skype which was what I bought it for so no complaints at all. At £9.99 very good value. I did not get an adaptor for use with Mac but I do not need one.

When I unpacked the item I was very pleased by the design, but when I went to plug it into my computer and tried recording using 3 different programs there was no sound at all. I think at almost £8 it's an absolute rip off.



How?

Numbers can be counted.

Opinions however are not quantifiable in the traditional sense.

I like it...

I love it...

It's OK...

It's Good...

Great stuff...

Rule of thumb... Identify recurring patterns or themes.

1. Satisfaction

- 1.1 Ease of use
- 1.2 Compatibility with other software
- 1.3 Value for money
- 1.4 Good sound quality
- 1.5 Aesthetics and Design

2. Dissatisfaction

- 2.1 Pre-conception of negative equipment
- 2.2 Lacking accessories
- 2.3 Broken
- 2.4 Bad sound quality

How to analyse them...

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Sentiment Analysis

Revealing representative opinions.

Including emotions



Critical Incidents



Danger

Critical incidents might
be closer than you think

“to identify specific incidents that are significant, and then to focus on these and analyze them in detail, using the rest of the data collected as context to inform interpretation”

Preece et al *Interaction Design: Beyond Human-Computer Interaction, 4th Edition*.

(a) reporting facts regarding behavior is preferable to the collection of interpretations, ratings, and opinions based on general impressions;

(b) reporting should be limited to those behaviors which, according to competent observers, make a significant contribution to the activity

(Flanagan, 1954, p. 355).

Grounded Theory

**Not qualitative analysis, but
it is a way
to create a theory to be
tested in a
qualitative (and sometimes
quantitative) way.**



Recommended Reading

Corbin, J. M. and STRAUSS, A. (2014) *Basics of Qualitative Research: Techniques and procedures for developing grounded theory*. Sage.

kuutti, K. (1996) Activity theory as a potential framework for human–computer interaction. In B. A. Nardi (ed.) *Context and Consciousness*. MIT Press, pp. 17–44. This provides a digestible description of activity theory and how it can be applied in HCI.

LAZAR, J., FENG, J. H. and HOCHHEISER, H. (2010) *Research Methods in Human–Computer Interaction*. John Wiley & Sons Ltd. This is a good resource for a more detailed discussion of data gathering and analysis in interaction design.

Rogers, Y. (2006) Distributed cognition and communication. In K. Brown (ed.) *The Encyclopedia of Language and Linguistics* (2nd edn). Elsevier, pp. 731–733.

Pang, Bo, and Lillian Lee. "Opinion mining and sentiment analysis." *Foundations and Trends® in Information Retrieval* 2.1–2 (2008): 1-135.