Tutorial 5: Qualitative Analysis in HCI

Case Study: Deep Dive into CommunityGuard User Experience

Objective:

Using qualitative interview data related to the "CommunityGuard" platform, students will learn to apply coding techniques, and then use inductive and deductive analysis to derive deeper insights into user sentiments and experiences.

Background:

Interviews were conducted with 15 participants who have been using the "Community Guard" platform for over 3 months. The aim was to understand their experience, what they feel is missing, and how the platform has impacted their perception of community safety.

Sample Interview Responses:

1. "I like how I can quickly log suspicious activities, but sometimes I wish there were more categories or ways to describe what I see."
2. "Honestly, the platform feels a bit isolated. It'd be great if there were more community events or group discussions. I want to know my neighbors better."
3. "I feel much safer knowing there's a place to report and check on neighborhood activities. Yet, it's hard to tell if any real action is taken after I report something."
4. "It's been helpful, especially the news alerts. But, I sometimes feel overwhelmed with too many notifications."
5. "There should be tutorials or guides. When I started, I felt a bit lost with so many features."

Exercise:

1. **Coding**: Start by coding the above responses. Identify recurring themes or sentiments.
2. **Inductive Analysis**: Using your codes, determine broader categories or themes that emerge from the data. Do not rely on pre-existing ideas; instead, allow the themes to arise from the data.
3. **Deductive Analysis**: Now, use a set of predefined codes or themes, such as "ease of use," "community collaboration," "notification overload," etc., to analyze the responses. Compare these insights with what you observed during inductive analysis.
4. **Synthesize Insights**: Based on both analyses, create a comprehensive list of user sentiments and suggestions for the "CommunityGuard" platform.

Expected Insights:

1. **Ease of Use**: While users appreciate certain features, there's a demand for more granularity in reporting and a clearer onboarding process (as seen from requests for tutorials).
2. **Community Collaboration**: There's a sentiment of isolation, indicating users want more community-driven features or events.
3. **Feedback on Reporting**: Users appreciate the reporting feature but are unsure about the subsequent actions taken, hinting at a need for more transparent feedback mechanisms.
4. **Notification Management**: While alerts are valued, there's a feeling of being overwhelmed, suggesting a need for better notification management or customization.

5. **Onboarding and Guidance**: Some users felt lost initially, highlighting the importance of an effective onboarding process or tutorials.

This exercise helps students appreciate the depth and nuances of qualitative data, demonstrating the importance of various analytical approaches in HCI research. By the end, students should be better equipped to interpret open-ended feedback and translate it into actionable design insights.