



TIF22 – Interaksi Manusia dan Komputer

U N I V E R S I T A S B U N D A M U L I A



Analisa, Interpretasi dan Analisis Data

Pertemuan ke 12

Sub-CPMK

- Mahasiswa mampu menganalisa hasil pengumpulan data, mengolah dan menyimpulkan hasil analisis data yang diperoleh dari riset pengalaman pengguna (C4, A4).

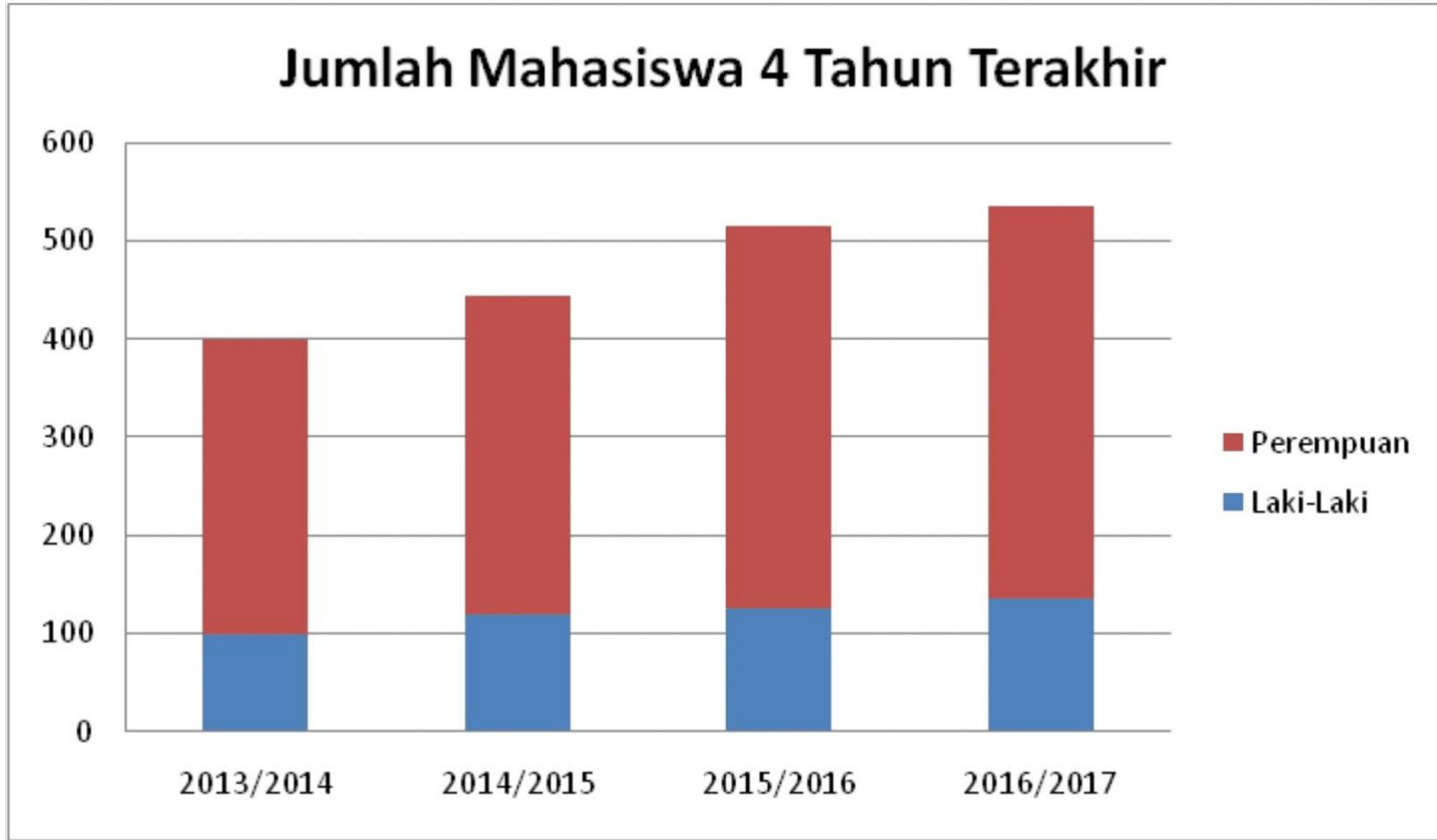
Materi

1. Kualitatif dan Kuantitatif
2. Basic Quantitative Analysis
3. Basic Qualitative Analysis
4. Pemilihan Framework analisis
5. Alat analisis data
6. Penafsiran dan penyajian data



1. Kualitatif dan Kuantitatif

Definisi



Definisi (Lanj.)

- **Data kualitatif** : Sulit untuk diukur sebagai angka, misalnya; ketidakpuasan, ketidaksukaan.

Analisis kualitatif : Analisisnya menggambarkan karakteristik elemen dan direpresentasikan dalam pola dan cerita.

- **Data kuantitatif** : Data berupa angka.

Analisis kuantitatif : Menggunakan metode numerik untuk mengukur besaran, dan jumlah.



2. Basic Quantitative Analysis

Analisis Kuantitatif Dasar

- **Rata-rata**
 - Mean : Tambahkan nilai dan bagi dengan jumlah titik data
 - Median : Nilai tengah data saat diberi peringkat
 - Mode : Gambar yang paling sering muncul dalam data
- **Persentase**, proporsi yang dimiliki data
- **Representasi grafis**, memberikan gambaran umum tentang data

2.1 Desain Pertanyaan Mempengaruhi Analisis Data

- Desain pertanyaan mempengaruhi analisis
Pertanyaan terbuka: Setiap jawaban dianalisis secara terpisah
Pertanyaan tertutup: Menganalisis secara kuantitatif
- Jawaban alternatif tetap membatasi apa yang dapat dikatakan dalam temuan

2.2 Contoh Kasus

The current issue and full text archive of this journal is available on Emerald Insight at:
www.emeraldinsight.com/1741-5659.htm

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Real-time learning analytics system for improvement of on-site lectures

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Abstract

Purpose – The purpose of this study is to propose a real-time lecture supporting system. The target of this study is on-site classrooms where teachers give lectures and a lot of students listen to teachers' explanations, conduct exercises, etc.

Design/methodology/approach – The proposed system uses an e-learning system and an e-book system to collect teaching and learning activities from a teacher and students in real time. The collected data are immediately analyzed to provide feedback to the teacher just before the lecture starts and during the lecture. For example, the teacher can check which pages were well previewed and which pages were not previewed by students using the preview achievement graph. During the lecture, real-time analytics graphs are shown on the teacher's PC. The teacher can easily grasp students' status and whether or not students are following the teacher's explanation.

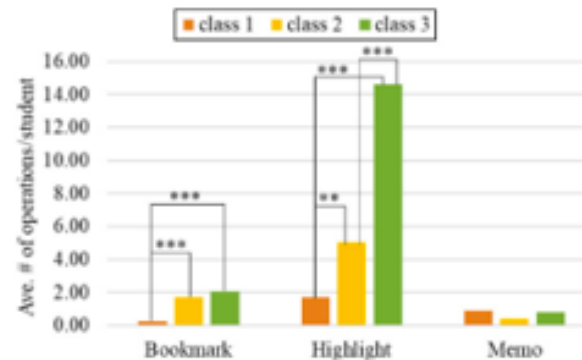
Sumber:

<https://www.emerald.com/insight/content/doi/10.1108/ITSE-05-2018-0026/full/pdf?title=real-time-learning-analytics-system-for-improvement-of-on-site-lectures>

2.2.1 Contoh Kasus : Representasi Grafis

Figure 7.

The average number of operations per student in the second week



Notes: *: $p < 0.05/3$; **: $p < 0.01/3$; ***: $p < 0.001/3$

Figure 8.

The time-series standard deviation of page-view distribution during the lecture in the first week



Sumber: "Real-time learning analytics system for improvement of on-site lectures". Shimada and Konomi (2018)

2.2.2 Contoh Kasus : Visualizing Log Data

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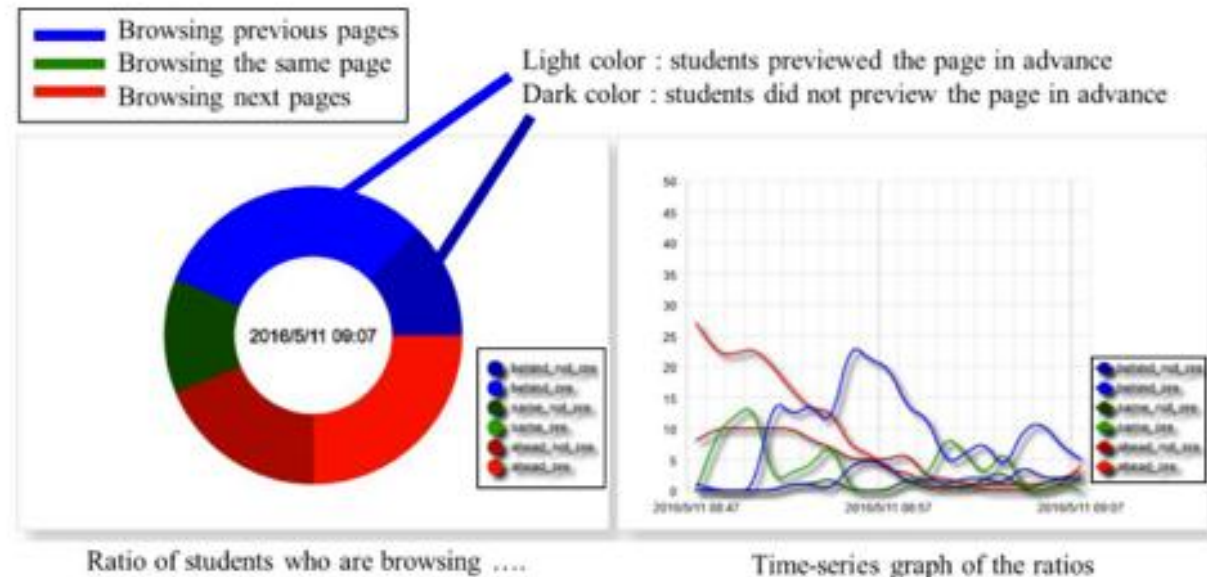


Figure 5.
Real-time circular
chart of student
status

Notes: There are three kinds of status: browsing previous pages (blue), browsing the same page as the teacher (green) and browsing subsequent pages (red). In each status, the system uses different brightness of colors to distinguish whether students previewed the page in advance (i.e. previewed the page before the lecture started)

Sumber: "Real-time learning analytics system for improvement of on-site lectures". Shimada and Konomi (2018)

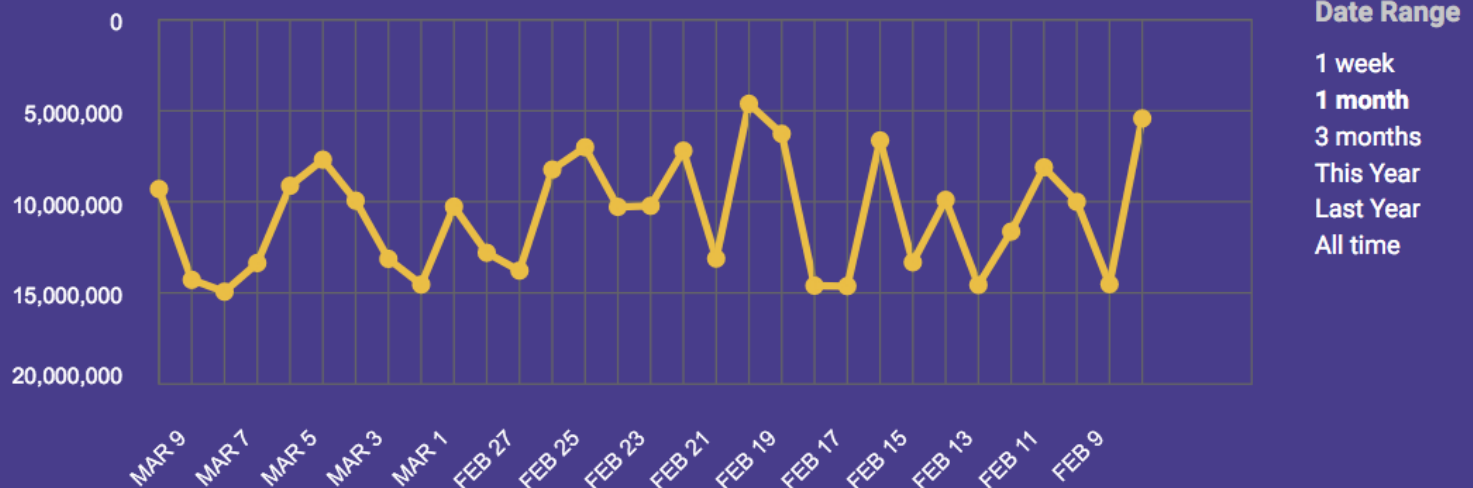
2.2.3 Web Analytics

student.ubm.ac.id

STUDENT.UBM.AC.ID RANKINGS

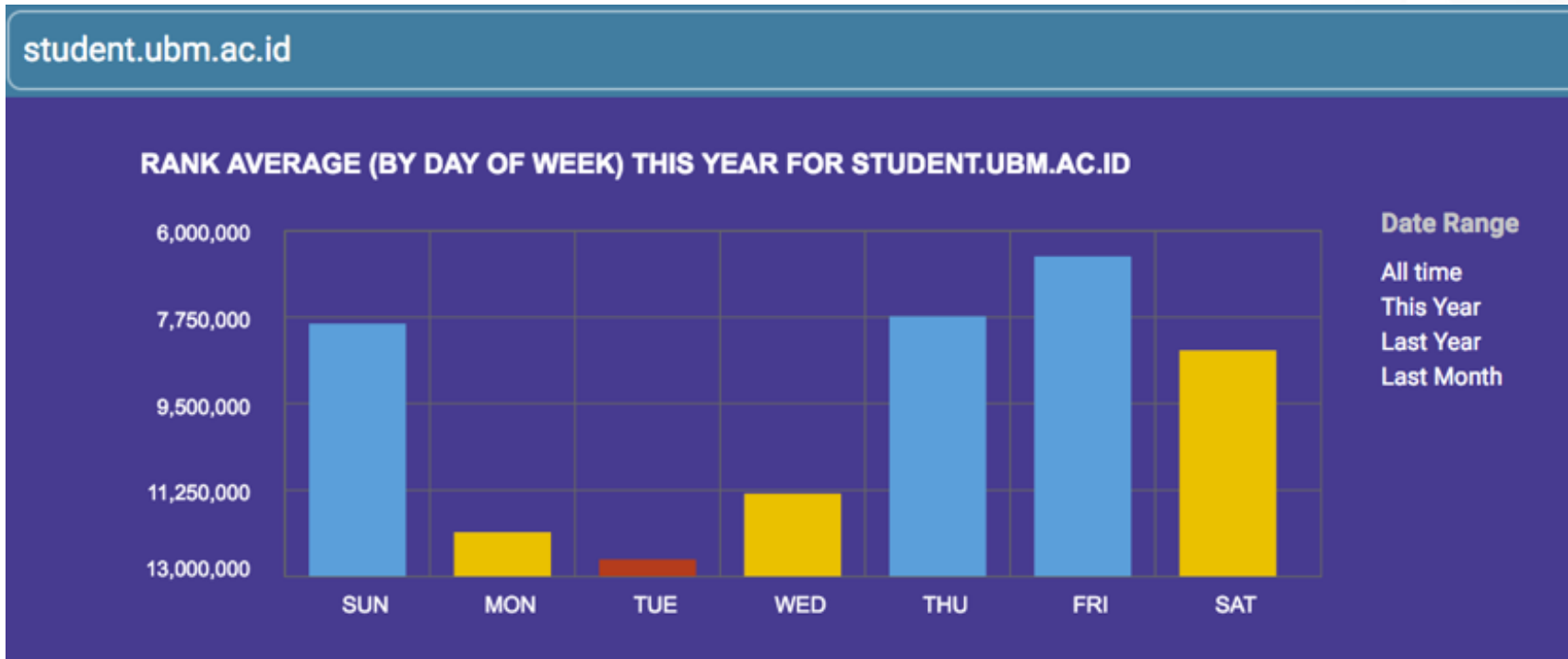
This website student.ubm.ac.id is seeing a alternation levels of traffic throughout the the year.

RANK THIS MONTH FOR STUDENT.UBM.AC.ID



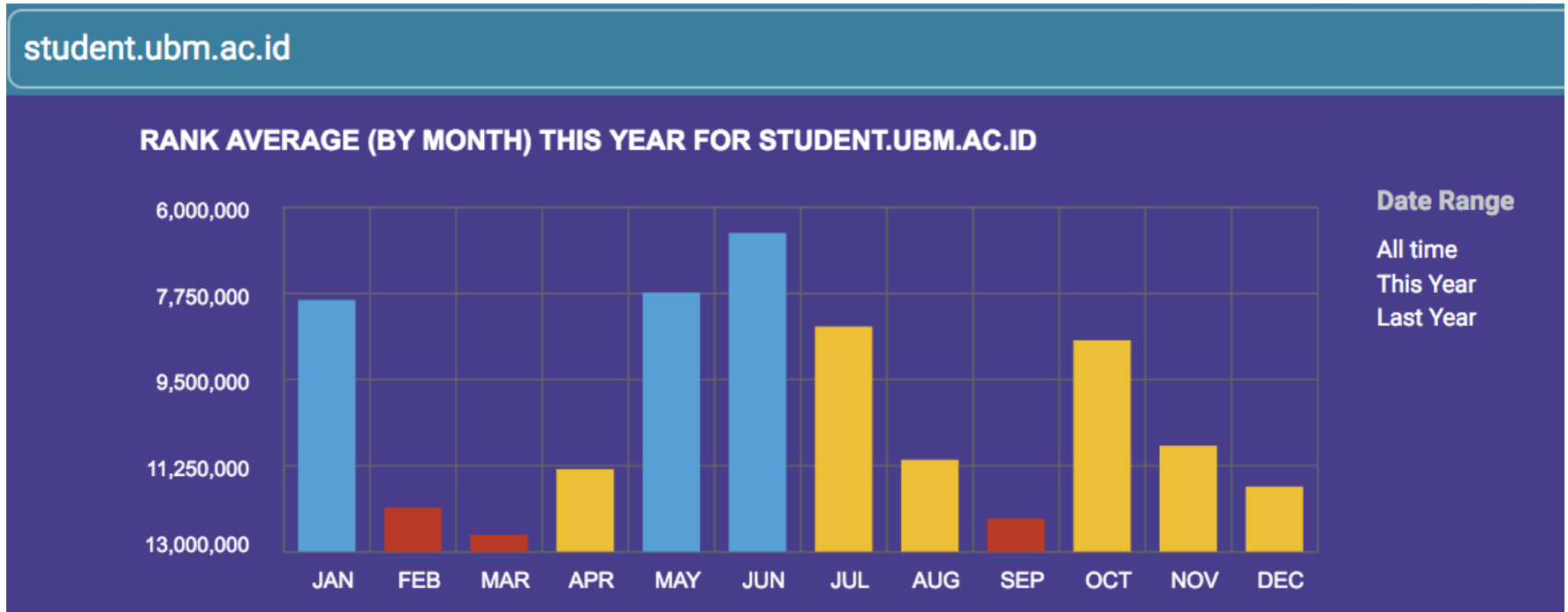
Sumber : <https://ubm.pagaloo.com/d/ac.id/student#mbu-hsurgUo>

2.2.3 Web Analytics (Lanj.)



Sumber : <https://ubm.pagaloo.com/d/ac.id/student#mbu-hsurgUo>

2.2.3 Web Analytics (Lanj.)



Sumber : <https://ubm.pagaloo.com/d/ac.id/student#mbu-hsurgUo>

2.3 System Usability Scale

- Tools analisis kuantitatif sederhana untuk menilai **usabilitas system**.
- Terdiri dari 10 pertanyaan kuesioner terkait usabilitas dan menghasilkan skala usabilitas (1-10).

2.3 System Usability Scale (Lanj.)

- Tepat digunakan untuk mengetahui usability suatu sistem secara keseluruhan dan cepat.
- Skala yang diperoleh dapat dimanfaatkan sebagai dasar melakukan ***benchmarking***.

2.3.2 Skala System Usability Scale

- Detail mengenai cara perhitungan SUS score dan analisis, silahkan merujuk pada link berikut ini :

<https://www.usability.gov/how-to-and-tools/methods/system-usability-scale.html>

2.3.3 Studi Kasus



JUS

JOURNAL OF USABILITY STUDIES

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SUS: A Retrospective

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Introduction

Rather more than 25 years ago, as part of a usability engineering program, I developed a questionnaire—the System Usability Scale (SUS)—that could be used to take a quick measurement of how people perceived the usability of computer systems on which they were working. This proved to be an extremely simple and reliable tool for use when doing usability evaluations, and I decided, with the blessing of engineering management at Digital Equipment Co. Ltd (DEC; where I developed SUS), that it was probably something that could be used by other organizations (the benefit for us being that if they did use it, we potentially had something we could use to compare their systems against ours). So, in 1986, I made SUS freely available to a number of colleagues, with permission to pass it on to anybody else who might find it useful, and over the next few years occasionally heard of evaluations of systems where researchers and usability engineers had used it with some success.

Sumber:

https://www.researchgate.net/profile/John-Brooke-6/publication/285811057_SUS_a_retrospective/links/5ee5c4a792851ce9e7e38a75/SUS-a-retrospective.pdf?origin=publication_detail

2.4 User Experience Questionnaire

- Tools analisis kuantitatif yang lengkap untuk menilai **usabilitas sistem** sesuai 6 aspek.
- Terdiri dari 27 pertanyaan kuesioner terkait usabilitas dan menghasilkan skala UEQ.

2.4 User Experience Questionnaire (Lanj.)

- Skala yang dihasilkan dapat digunakan untuk membandingkan kualitas banyak system.
- Skala yang diperoleh dapat dimanfaatkan sebagai dasar melakukan ***benchmarking***.

2.4.1 6 Skala User Experience Questionnaire

What does it measure?

The scales of the questionnaire cover a comprehensive impression of user experience. Both classical usability aspects (efficiency, perspicuity, dependability) and user experience aspects (originality, stimulation) are measured.



Attractiveness

Overall impression of the product. Do users like or dislike it?



Perspicuity

Is it easy to get familiar with the product and to learn how to use it?



Efficiency

Can users solve their tasks without unnecessary effort? Does it react fast?



Dependability

Does the user feel in control of the interaction? Is it secure and predictable?



Stimulation

Is it exciting and motivating to use the product? Is it fun to use?



Novelty

Is the design of the product creative? Does it catch the interest of users?

2.4.2 Cara Menghitung Skala UEQ

- Detail mengenai cara perhitungan UEQ score dan analisis, silahkan merujuk pada link berikut ini :

[https://www.ueq-online.org/Material/UEQ All Languages.zip](https://www.ueq-online.org/Material/UEQ_All_Languages.zip)

2.4.3 Studi Kasus

Design and Evaluation of a Short Version of the User Experience Questionnaire (UEQ-S)

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EN INTERNET

ABSTRACT

The user experience questionnaire (UEQ) is a widely used questionnaire to measure the subjective impression of users towards the user experience of products. The UEQ is a semantic differential with 26 items. Filling out the UEQ takes approximately 3-5 minutes, i.e. the UEQ is already reasonably efficient concerning the time required to answer all items. However, there exist several valid application scenarios, where filling out the entire UEQ appears impractical. This paper deals with the creation of an 8 item short version of the UEQ, which is optimized for these specific application scenarios. First validations of this short version are also described.

KEYWORDS

User Experience, UEQ, Questionnaire, Short Version.

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https://www.ijimai.org/journal/sites/default/files/files/2017/09/ijimai20174_6_14_pdf_20309.pdf



3. Basic Qualitative Analysis

Analisis Kualitatif Dasar

- **Mengidentifikasi tema (Pola)**
 - Muncul dari data, bergantung pada kerangka observasi jika digunakan
 - Analisis induktif
- **Kategorisasi**
 - Skema kategorisasi ditentukan sebelumnya
 - Analisis deduktif

Analisis Kualitatif Dasar (Lanj.)

- Mencari *Critical Incidents*
 - Membantu untuk fokus pada peristiwa-peristiwa penting
 - Kemudian analisis dapat dilanjutkan dengan menggunakan teknik tertentu
- Dalam prakteknya, kombinasi induktif dan deduktif

3.1 Contoh Kasus

Versi Online:
<https://journal.ubm.ac.id/index.php/alu>
DOI: <http://dx.doi.org/10.30813/j-alu.v2i1.1570>

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EVALUASI HEURISTIC DESAIN ANTARMUKA (INTERFACE) WEBSITE PEMASARAN UNIVERSITAS XYZ

Heuristic Evaluation Of Interface Marketing Website Design at XYZ University

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ABSTRACT

This research was conducted to improve user comfort and maintain business strategy amid increasingly widespread e-commerce competition. The researcher evaluated the interface of the XYZ University website with the Heuristic method of Nielsen and Molich, as an approach in evaluating a human-machine system (man-machine system) related to ease of use (usability).

The study was conducted by evaluating the XYZ University website marketing interface, based on ten studies related to user convenience, namely feedback, metaphor, navigation, consistency, prevention, memory, efficiency, design, recovery and help. Interfaces that correspond to the study points are recorded and sampled accordingly, as well as if there is an interface that is not in accordance with the study points, it will be recorded and examples of things that are not appropriate are taken. The results of this study are in the form of a summary of recommendations for improving the interface design of the XYZ University website.

Keywords: heuristic evaluation, interface, design, website

Sumber :

[https://journal.ubm.ac
.id/index.php/alu/article
e/view/1570/1471](https://journal.ubm.ac.id/index.php/alu/article/view/1570/1471)

3.1.1 Contoh Kasus : Analisis Kualitatif

Tabel 4 Rangkuman Hasil Evaluasi

No	Deskripsi	Rekomendasi
1.	<i>Visibility of system status (feedback)</i>	Perlu adanya peningkatan pada evaluasi ini, tidak semua halaman terdapat notifikasi/feedback ketika menu di klik.
2.	<i>Match between system and the real world (metaphor)</i>	Perlu penambahan icon gambar untuk menuju kembali ke menu utama.
3.	<i>User control and freedom (navigation)</i>	Perlu ditambahkan tombol "exit" bagi pengguna yang ingin keluar dari sistem.
4.	<i>Consistency and standards (consistency)</i>	Perlu adanya konsistensi dalam bahasa yang digunakan, baik itu bahasa Indonesia maupun bahasa Inggris.
5.	<i>Error prevention (prevention)</i>	Perlu adanya suatu evaluasi yang khusus membahas tentang pencegahan kesalahan ini. Salah satunya dengan desain yang membedakan antara <i>primary</i> dan <i>secondary action</i> .
6.	<i>Recognition rather than recall (memory)</i>	Evaluasi ini perlu ditekankan kembali pada bagian lain dalam website Universitas XYZ.

7.	<i>Flexibility and efficiency of use (efficiency)</i>	Evaluasi ini perlu ditekankan kembali pada bagian lain dalam website Universitas XYZ.
8.	<i>Aesthetic and minimalist design (design)</i>	Pemilihan font pada menu dan judul artikel dapat dibedakan, sehingga pengguna tertarik untuk membaca artikel. Ukuran gambar disesuaikan dengan kebutuhan dan layout halaman.
9.	<i>Help users recognize, diagnose and recover from errors (recovery)</i>	Penambahan informasi mengenai cara pengisian user ID dan password pada saat mahasiswa hendak login portal.
10.	<i>Help and documentation (help)</i>	Perlu ditambahkan menu help yang berisi manual penggunaan atau informasi yang berkaitan dengan konten website.



4. Pemilihan Framework Analisis

Memilih Framework Analisis

Framework	Data	Focus	Expected outcomes	Level of granularity
Conversation analysis	Recordings of spoken conversations	How conversations are conducted	Insights into how conversations are managed and how they progress	Word-level, or finer, for instance, pauses and inflection
Discourse analysis	Recordings of speech or writing from individuals or several participants	How words are used to convey meaning	Implicit or hidden meanings in texts	Word, phrase, or sentence-level
Content analysis	Any form of “text” including written pieces, video and audio recordings, or photographs	How often something is featured or is spoken about	Frequency of items appearing in a text	A wide range of levels from words, to feelings or attitudes, to artifacts or people
Interaction analysis	Video recordings of a naturally-occurring activity	Verbal and non-verbal interactions between people and artifacts	Insights about how knowledge and action are used within an activity	At the level of artifact, dialogue, and gesture
Grounded theory	Empirical data of any kind	Constructing a theory around the phenomenon of interest	A theory grounded in empirical data	Varying levels, depending on the phenomenon of interest
Systems-based frameworks	Large-scale and heterogeneous data	Large-scale involving people and technology, such as a hospital or airport	Insights about organizational effectiveness and efficiency	Macro-level, organizational level

Sumber: Sharp, Pearce & Rogers (2019)

4.1 Conversation Analysis

Memeriksa semantik percakapan dengan sangat mendetail

```
01 SUS i'd like to play beat the intro in a minute
02 LIA [ oh no:: ]
03 SUS [ alexa ] [ (1.1) ] beat the in[tro
04 CAR [ °yeah° ]
05 LIA [ °no::::...°
06 CAR (0.6) it's mother's day? (0.4)
07 SUS it's ( ) yep (.) listen (.) you need to keep
08 on eating your orange stuff (.) liam
09 (0.7)
10 CAR and your green stuff
11 SUS alexa (1.3) alexa (0.5)=
12 CAR =°and your brown stuff°
13 SUS play beat the intro
```

Ringkasan percakapan antara keluarga dan Alexa

Sumber: Sharp, Pearce & Rogers (2019)

4.2 Discourse Analysis

- Berfokus pada dialog; yaitu, arti dari apa yang diucapkan dan bagaimana kata-kata menyampaikan makna.
- Asumsi bahwa tidak ada "kebenaran" ilmiah yang objektif.

4.2 Discourse Analysis (Lanj.)

- Bahasa dipandang sebagai alat yang membangun.
- *Discourse Analysis*, berguna saat mencoba mengidentifikasi makna halus.

4.3 Content Analysis

- Melibatkan pengklasifikasian data ke dalam tema atau kategori dan mempelajari frekuensinya.
- Dapat digunakan untuk "teks" apa pun: video, koran, iklan, gambar, dan suara.
- Sering digunakan bersama dengan teknik lain.

4.4 Interaction Analysis

- Sebuah cara untuk menyelidiki dan memahami interaksi antara orang dan antara orang dan narasi.
- Berdasarkan observasi empiris seperti video.
- Proses induktif dalam tim, secara kolaboratif.
- Isi materi dicatat.

4.4 Interaction Analysis (Lanj.)

- Bahan diekstraksi, diklasifikasikan, atau dihilangkan.
- Contoh peristiwa penting dikumpulkan dan dimainkan satu demi satu.
- Tim peneliti mempelajari kumpulan tersebut bersama-sama.

4.5 Grounded Teory

- Berusaha mengembangkan teori dari analisis sistematis data empiris.
- Tiga tingkat 'pengkodean'
 - Terbuka:** Mengidentifikasi kategori
 - Aksial:** Pecahkan dan tautkan ke subkategori
 - Selektif:** Bentuk skema teoritis

4.5 Grounded Teory (Lanj.)

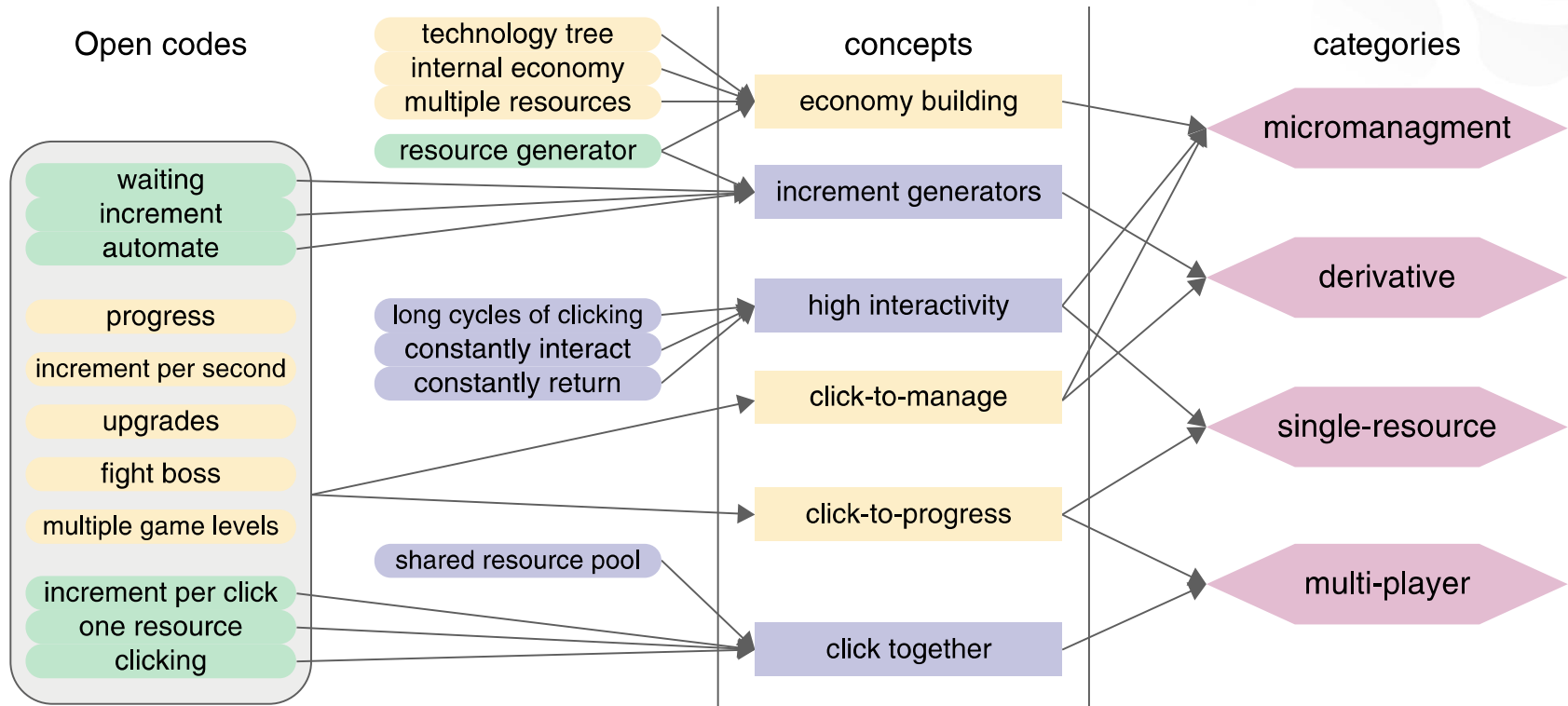
- Peneliti didorong untuk menarik latar belakang teoritis sendiri untuk menginformasikan analisis.
- Alat analitik untuk membantu merangsang:
 - Pertanyakan datanya
 - Analisis kata, frasa, atau kalimat
 - Perbandingan antara objek atau kategori abstrak

4.5.1 Illustration of Open Coding

Game Feature	Observations
Game name	<i>AdVenture Capitalist</i> [G38]
Play description	You start CLICKING on a lemonade stand and collect money. Spend money to make upgrades, INCREASE PRODUCTION PER CLICK. Start hiring workers and INCREASE PRODUCTION PER SECOND. When you have enough money, you can buy new businesses, automate all your businesses to INCREMENT more money, and leave the game progress.
Game mechanics	Click to gain money, AUTOMATE production, make upgrades to DAMAGE/SEC.
Rewards	ONE CURRENCY, which is money, is rewarded in return.
Interface	GRAPHICAL
Interactivity level	7
Progress rate	9
Overview	This is a SINGLE-PLAYER game, which requires LONG CYCLES OK CLICKING at the start, and making a number of upgrades. Production rate reaches \$390/sec in less that 10 minutes and you gain 1M in cash making the game progress faster.

Sumber: Sharp, Pearce & Rogers (2019)

4.5.2 Development of Open Coding



The analysis process that developed the incremental games super-category (each category above is part of incremental games). The process started with open coding of observations on idle games: multiple codes are created. Concepts are discovered through analyzing the open codes and identifying common features. This is an iterative process, where new codes are added, combined, or deleted. Each code is connected to one or more games and can be combined to form new concepts. Concepts are analyzed to find common relationships, and, thus, categories emerge. In the diagram, coloration is only to aid in reading. The left grouping is to show that all contained codes are part of click-to-manage and click-to-progress.

Source: Alharti et al (2018)

4.6 System-Based Framework

Memahami keseluruhan sistem sosio-teknis membutuhkan kerangka kerja analitis yang berbeda

- Teori sistem sosio-teknis
- Kognisi Kerja Tim yang Didistribusikan



5. Alat Analisis Data

Tools yang Umum Digunakan

Spreadsheet

**Statistical
Packages :
SPSS**

**Qualitative
Data Analysis
Tools**

**Nvivo &
Atlas.ti**

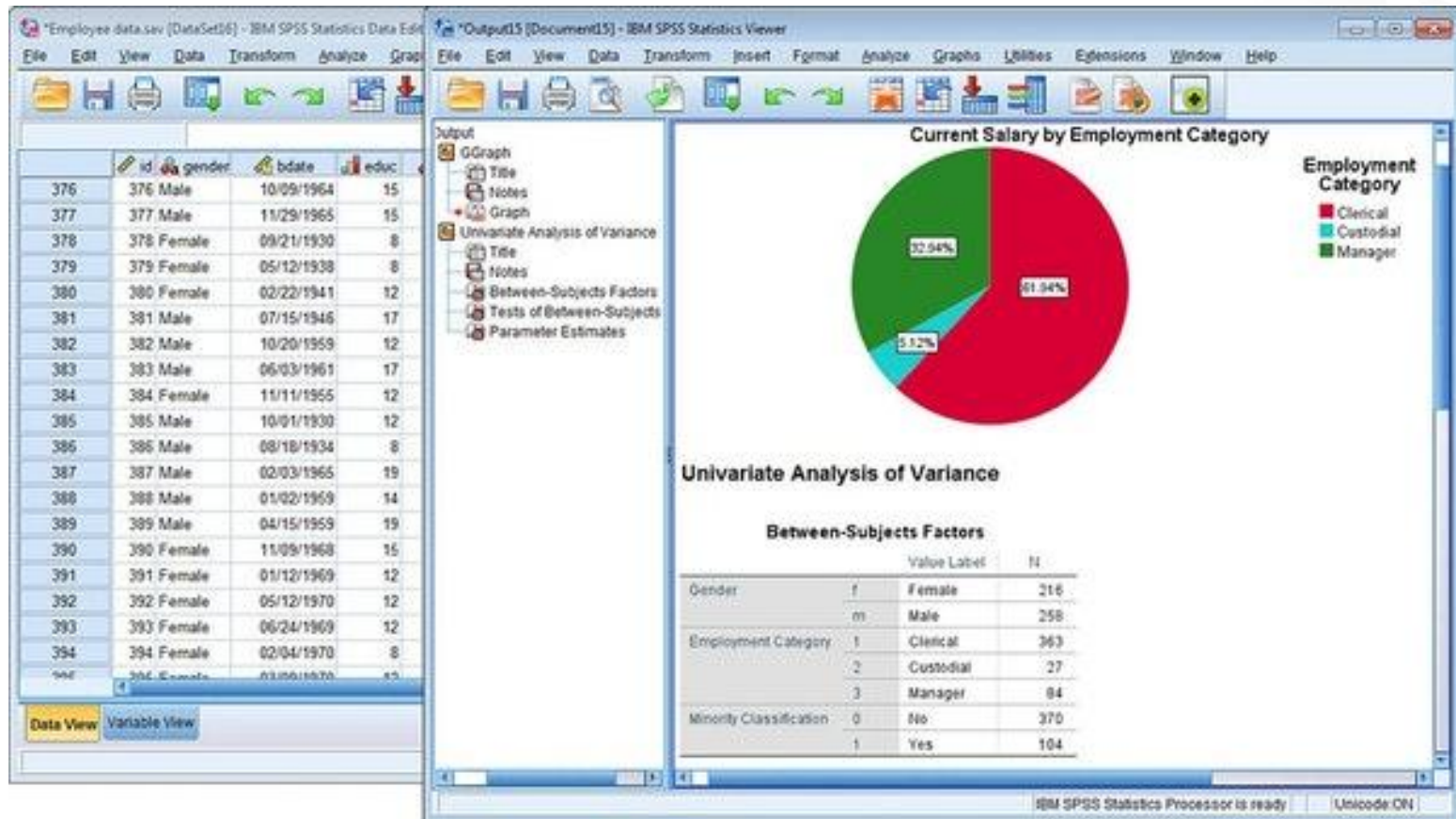
Caqdas

5.1 Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
4	Students' responses			USABILITY								PLAYER EXPERIENCE								
5				Aesthetics		Learnability		Operability		Acessibility		Confid ence	Challenge		Satisfaction					
6		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17		
7		2	1	1	1	1	1	2	1	2	1	1	-1	2	2	2	2	0		
8		0	0	2	2	2	2	0	1	2	2	2	2	2	2	1	1	1		
9		2	2	2	2	2	1	2	1	1	1	2	0	2	1	2	2	0		
10		2	0	1	1	1	1	2	-2	0	1	1	0	2	2	2	1	-2		
11		2	2	0	1	0	1	0	0	-2	2	1	1	2	1	2	-1	-1		
12		2	1	1	2	1	0	2	0	-1	-1	2	0	-2	-2	2	0	-1		
13		2	1	1	1	1	0	1	0	2	0	1	-1	2	2	2	1	1		
14	1	1	1	0	1	1	1	-1	-2	2	2	1	2	2	2	2	-2			
15	1	-1	2	2	-2	1	2	-2	-2	0	0	1	1	1	1	1	-2			
16	2	0	0	1	2	1	0	1	0	2	2	1	1	2	-1	1	0			
17	2	2	2	3	2	2	2	1	0	1	2	1	2	2	2	2	2			
18	0	1	0	2	-1	1	2	-1	0	0	0	0	1	1	2	0	0			
19	2	1	1	2	2	2	2	1	1	1	2	2	2	2	2	1	2			
20	2	2	1	2	1	1	2	2	1	2	1	1	1	1	1	1	1			
21	2	1	0	2	-2	2	1	-1	0	1	2	2	0	1	2	0	-1			
22	2	0	1	1	2	2	2	2	2	0	0	0	1	2	1	0	0			
23	2	1	1	2	1	1	1	1	0	2	2	2	2	2	2	2	1			
24	-1	1	1	1	2	2	2	2	1	0	1	1	2	1	1	2	2			
25	-1	1	1	1	0	1	1	0	0	1	1	1	0	0	0	1	-1			
26	1	1	0	1	0	-1	0	-1	-1	2	2	1	2	2	1	1	-2			
27																				
28																				
29																				
30																				
31																				
32																				
33		Average		1.35	0.50	0.95	1.45	0.80	1.10	1.35	0.25	0.20	1.00	1.35	0.75	1.35	1.35	1.50	0.75	-0.05
34		Median		2	1	1	1	1	1	2	0	0	1	1	1	2	2	2	1	0
35																				
36		NUM		20																
37		Indicate into the cell above (NUM) the total number of completed questionnaires																		
38																				
39																				
40																				
41		Frequancy responses		2	15	4	4	10	7	5	11	3	4	7	20	4	12	11	5	3
42		1		3	11	11	9	7	11	5	7	4	7	7	9	5	7	7	7	4
43		0		2	4	5	1	3	3	4	4	7	5	3	5	2	3	0	4	6
44		-1		2	1	0	0	1	1	0	4	2	1	0	2	0	0	1	2	3
45		-2		0	0	0	0	2	0	0	2	3	0	0	0	1	1	0	1	4

Sumber :
Contoh Analysis
Descriptive
https://www.researchgate.net/figure/Data-analysis-spreadsheet-descriptive-statistics_fig43_329811263

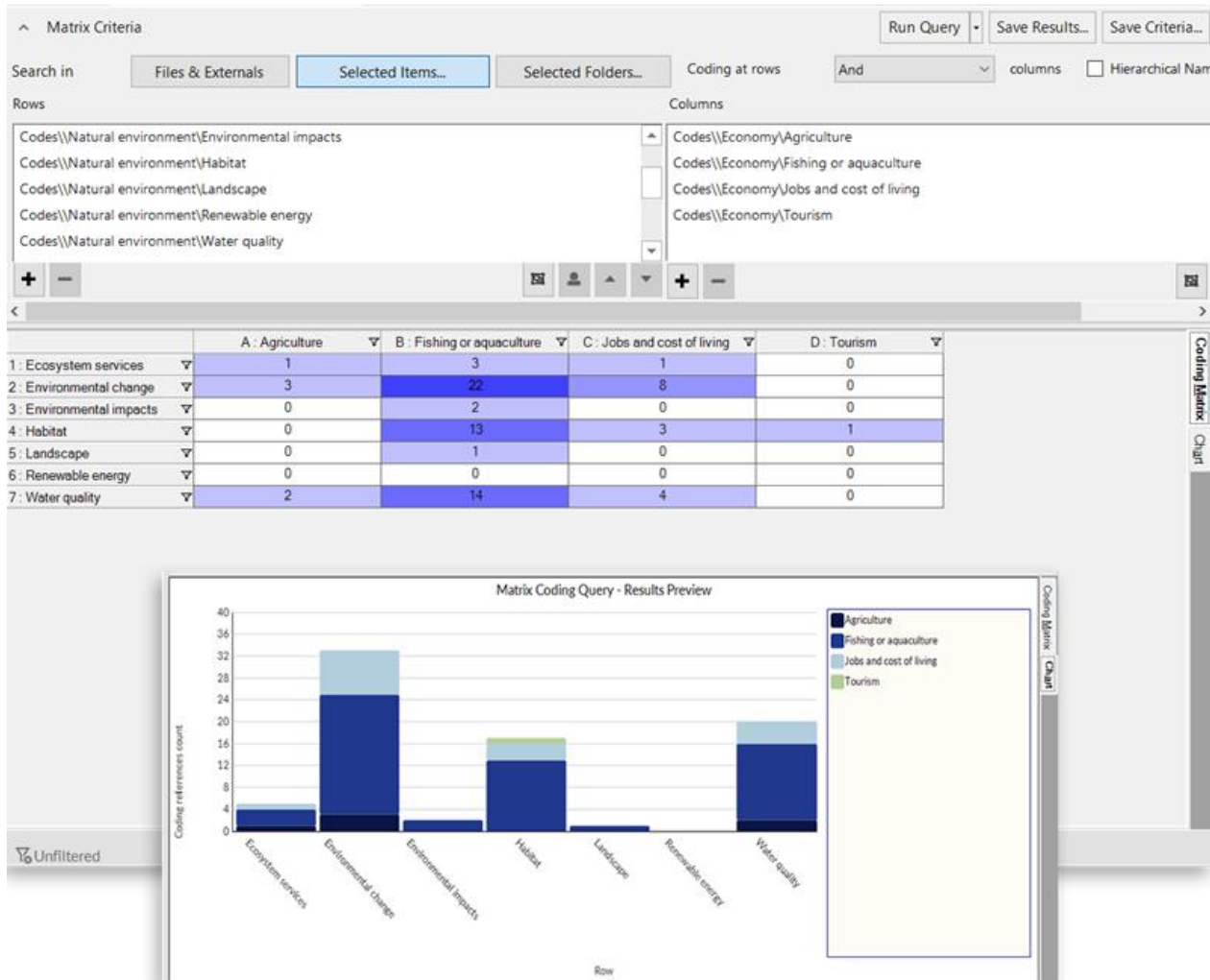
5.2 Statistical Packages : SPSS



Sumber : Contoh Tampilan SPSS

<https://www.softwareadvice.com/bi/spss-profile/>

5.3 Nvivo



Sumber : **Contoh
Tampilan Nvivo**

<https://www.qsrinternational.com/nvivo-qualitative-data-analysis-software/about/nvivo/who-its-for/academia>

5.4 Atlas.ti

Children & Happiness sample project (stage 2) (Snapshot 2019-4-2 14:35:59) ATLAS.ti

File Home Search Project Analyze Import & Export Tools & Support Network Nodes Export View

Create Spin Off New Code New Group Edit Network Comment Open Network Edit Entity Rename Color Link Cut Flip Relation Manager Routing Layout Fit to Window Link Label Name Node Style Flat Comments Show Code Document Connections Layout/Style

Code Manager Children & Happiness

Search Code Search Codes

Code Groups	Name	Grounded	Density
for Quick To	effects neg: on financial issues	5	1
attribute cod	effects neg: on relationships	12	2
definition ha	effects neg: on self~	5	2
definition ha	effects parenting: less focus on self~	5	1
effects of par	effects parenting: letting go~	2	1
effects of par	EFFECTS POS~	0	0
explanations	effects pos: fulfillment	6	3
hard work bu	effects pos: improved relationships~	6	2
reasons for h	effects pos: personal growth	11	2
reasons for n	effects pos: positive emotions	4	2
relation btw	EX: EXPLANATION~	1	0
sources of h	ex: attitude	8	0
survey quest	ex: biology_critical~	3	1
	ex: narcissistic culture	7	0
	ex: salient experiences~	7	0
	ex: self-delusion~	14	0
	ex: work life balance~	9	0
	ex: wrong expectations	9	0

Comment:

Zero or multiple items selected

Network diagram showing relationships between concepts and sources.

Sumber : **Contoh Tampilan Atlas.ti**

<https://atlasti.com/2019/05/23/the-application-of-atlas-ti-in-different-qualitative-data-analysis-strategies-by-dr-vanessa-wijngaarden/>



6. Penafsiran dan Penyajian Data

Representasi Temuan

- Buatlah pernyataan yang dapat dipertanggung jawabkan berdasarkan data yang anda peroleh.
- Penyajian data bergantung pada audiens, tujuan, teknik pengumpulan dan analisa data.
- Penyajian data secara grafis dan notasi terstruktur dapat menjadi teknik penyajian yang tepat dalam representasi sudut pandang tertentu

Representasi Temuan (Lanj.)

Catatan : *Desain dialog berupa notasi di jelaskan pada materi pertemuan 3*

Representasi Temuan (Lanj.)

- Menggunakan cerita, pendekatan yang mudah dan intuitif untuk mengkomunikasikan ide.

Contoh : *Storyboard, Skenario*

- Meringkas temuan menggunakan berbagai notasi (*Rigorous notation*)

Contoh : *UML, Use Cases*

- Rangkuman hasil

Ringkasan

- Analisis data yang dapat dilakukan tergantung dari pengumpulan data yang dilakukan.
- Data kualitatif dan kuantitatif dapat dikumpulkan dari salah satu dari tiga pendekatan pengumpulan data utama.
- Persentase dan rata-rata biasanya digunakan dalam Desain Interaksi.

Ringkasan (Lanj.)

- Rata-rata, median, dan mode adalah jenis 'rata-rata' yang berbeda dan dapat memiliki jawaban yang sangat berbeda untuk kumpulan data yang sama.
- Analisis analisis data kualitatif dapat bersifat induktif (diekstrak dari data), atau deduktif (konsep yang sudah ada sebelumnya).

Ringkasan (Lanj.)

- Beberapa kerangka kerja analitis ada yang berfokus pada tingkat perincian yang berbeda dengan tujuan yang berbeda.

Latihan

- Carilah jurnal terkait penerapan metode SUS dan UEQ.
- Lakukan break down pada penelitian tersebut, mulai dari penentuan teori, sampai dengan cara perhitungan score dan analisis.



Terima Kasih

U N I V E R S I T A S B U N D A M U L I A