



UNIVERSITY OF
MICHIGAN

Analyzing Qualitative Data

Understanding User Needs

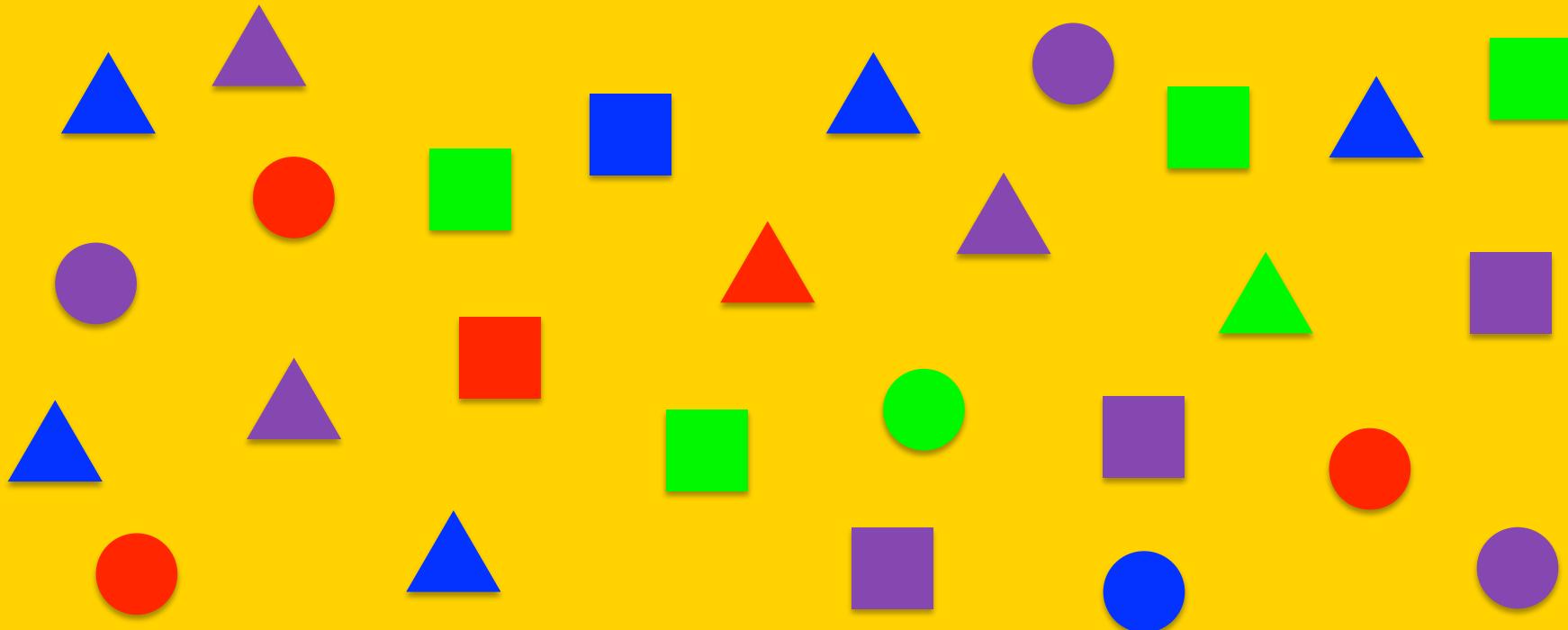
Kentaro Toyama

Associate Professor, School of Information

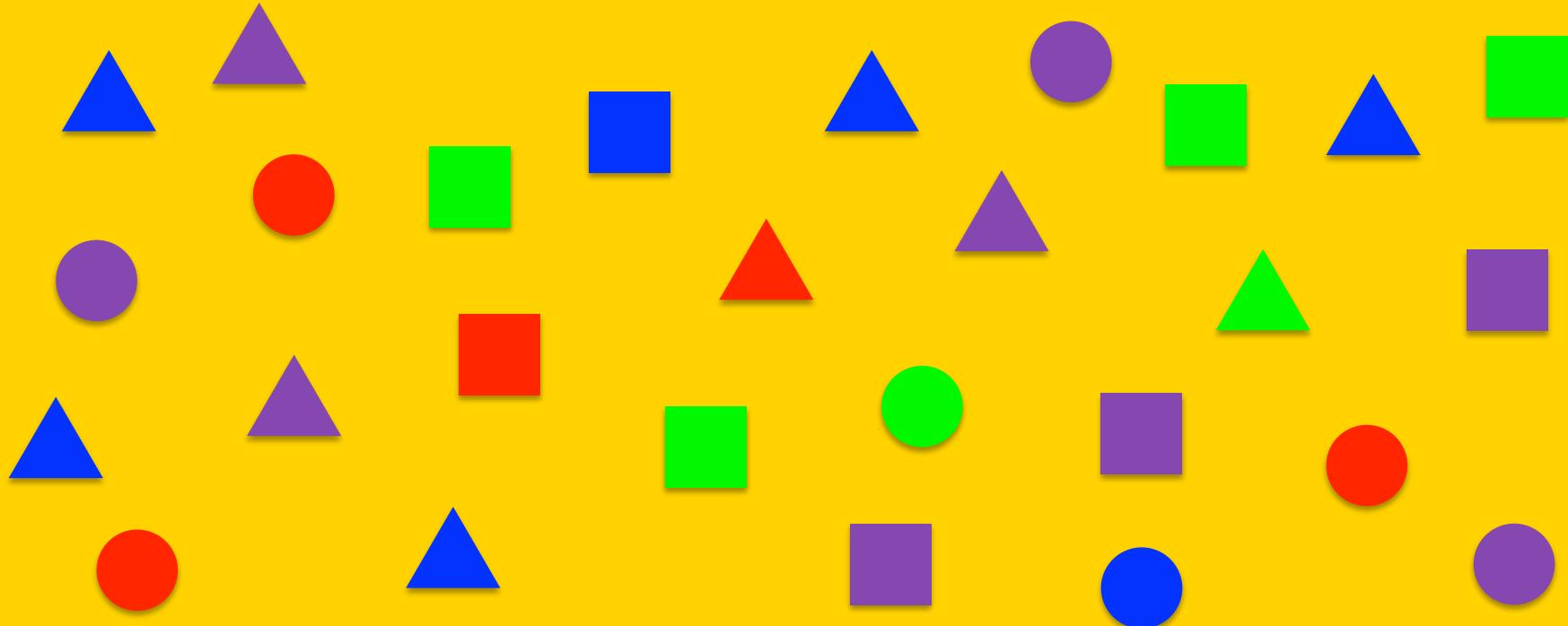


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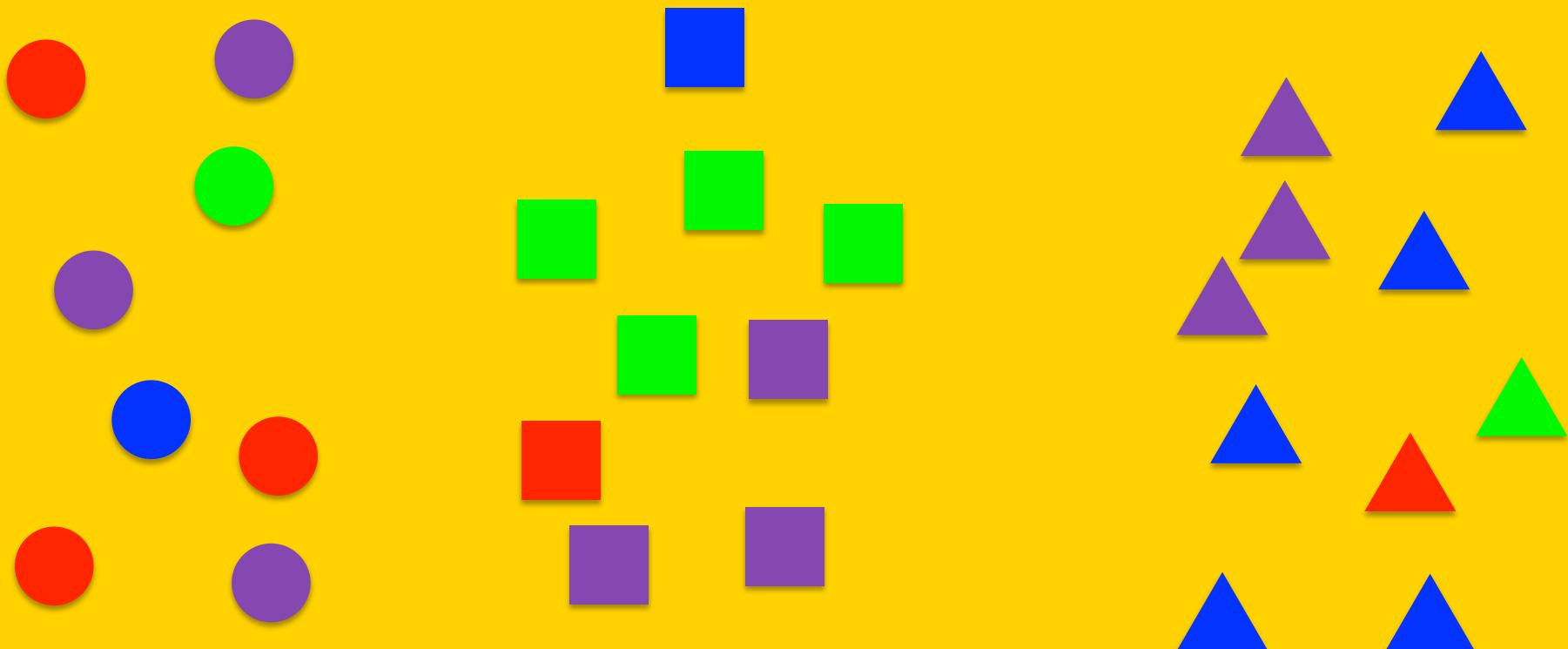
Can you memorize all the items?



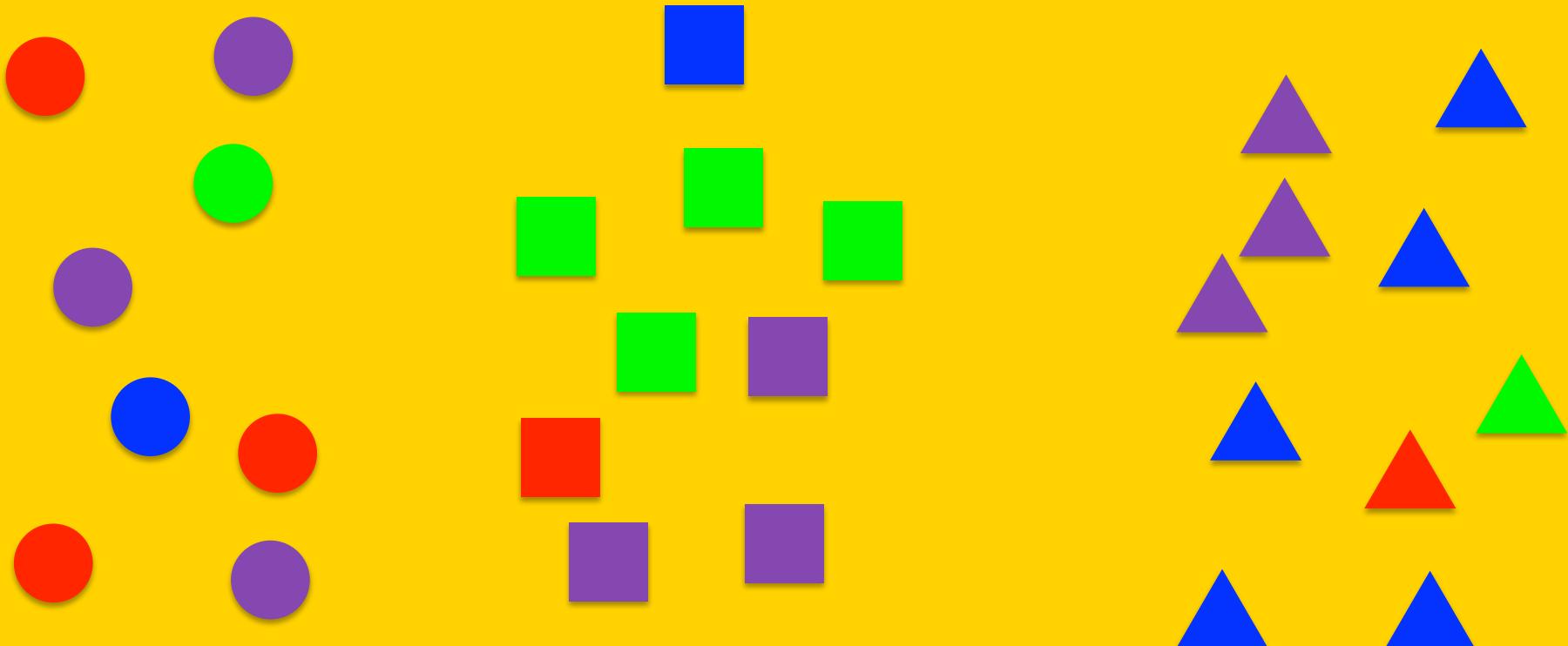
Cluster



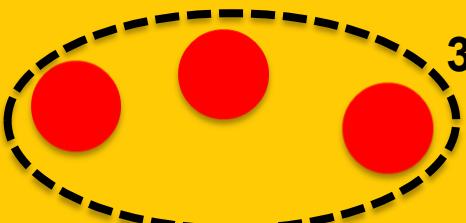
Cluster



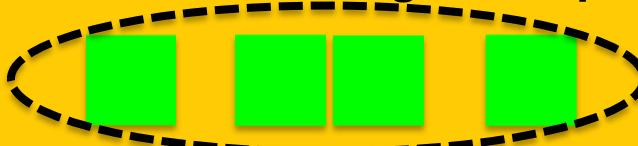
Sort



Notice Patterns



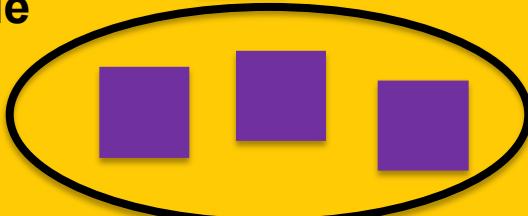
3 red discs



4 green squares



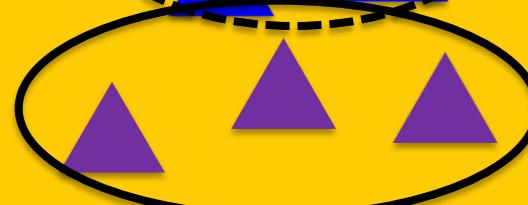
3 of each shape
in purple



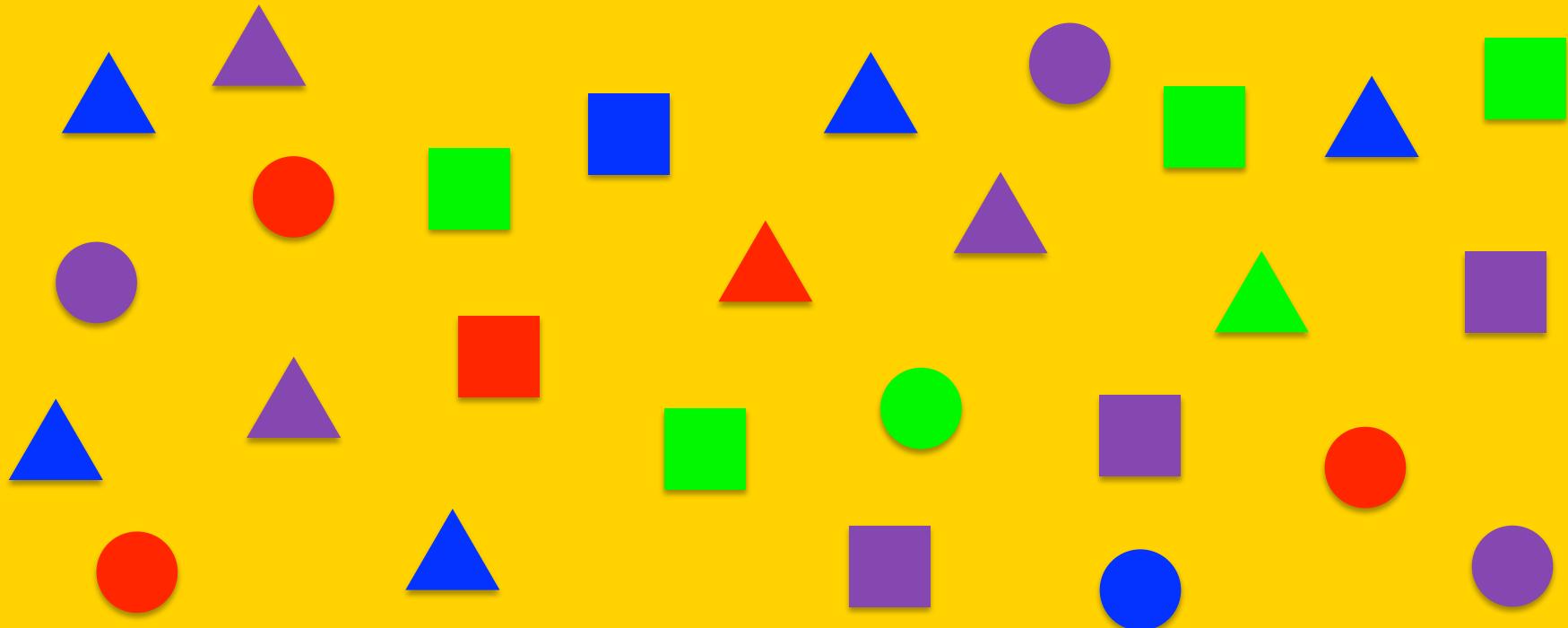
1 each of
each shape in
remaining colors



5 blue triangles



Easier than...



The Secret to Intelligence

Bonus
lesson!

The world is full of information.

You can't remember it all.

By clustering, sorting, finding patterns, and relating things to each other, you can condense information.

Condensing is understanding.

Understanding is intelligence!



Next Step

Analyze Your Data with an Affinity Wall