

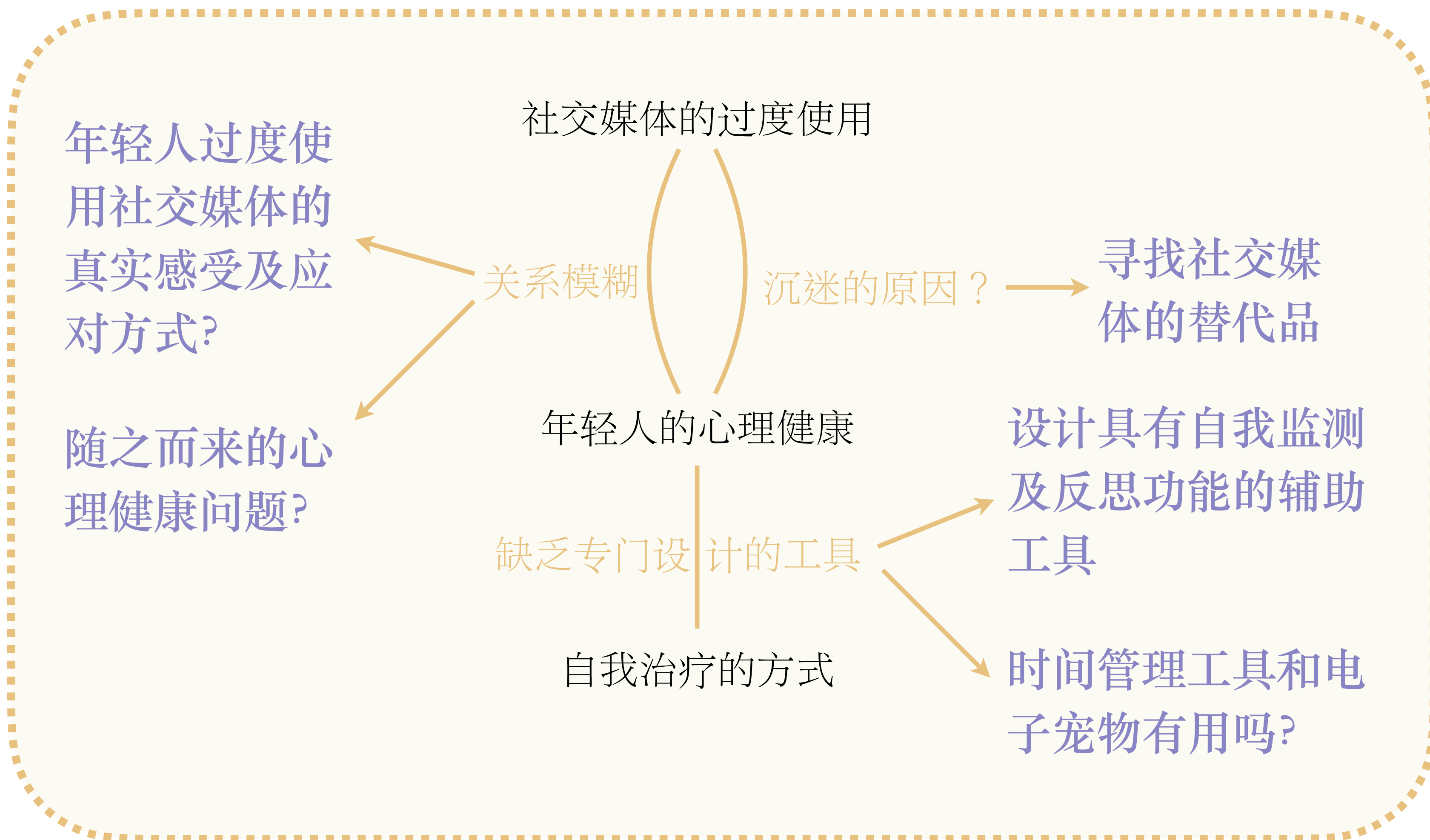
探索发现 1 Discover

背景调研

通过桌面调研的方式，分别对以下几个方面进行了探索：

- 年轻人的社交媒体使用情况
- 社交媒体成瘾及过度使用
- 社交媒体与精神健康的关系
- 在新冠大流行期间社交媒体的使用
- 现有的相关设计

发现问题



定性分析 2 Define

定性分析部分采用解释性现象学分析的方法（Interpretative phenomenological analysis，简称IPA）。

数据收集

- 半结构化的深度一对一访谈
- 非概率抽样方式（滚雪球抽样+便利抽样）
- 线上语音访谈
- 7名参与者（4名女性与3名男性）
- 具有丰富社交媒体使用经验的中国人
- 主要收集内容：
 - 1) 在社交媒体平台上的用户行为
 - 2) 过度使用社交媒体平台时的心理健康问题
 - 3) 社交媒体成瘾的解决方案
 - 4) 消极情绪的解决方案
 - 5) 过度使用社交媒体平台时的心理健康问题

数据分析

查找第一个案例的主题



查找主题之间的联系



生成第一个案例的主题表



结合其他案例的分析



生成小组的主题表

Table 4.1 Theme one: Much time spent on social media platforms

Thematic level	Code	Theme one
Super-ordinate theme	1.	Much time spent on social media platforms
Master themes	1.1.	Using pockets of time
	1.2.	Intentions of using social media
Sub-categories	1.2.1.	Difference between platforms
	1.2.2.	Paradox: positive or negative?

Key: Code indicates thematic hierarchy, the same hereinafter

Table 4.2 Theme two: Being conscious of social media overuse

Thematic level	Code	Theme two
Super-ordinate theme	2.	Being conscious of social media overuse
Master themes	2.1.	Individual perceptions
Sub-categories	2.1.1.	Intrinsic perception of time
	2.1.2.	Self-reflection

Table 4.3 Theme three: Bad consequences of social media overuse

Thematic level	Code	Theme three
Super-ordinate theme	3.	Bad consequences of social media overuse
Master themes	3.1.	Upsetting plans and routines
	3.2.	Hard feelings
Sub-categories	3.2.1.	Negative emotions
	3.2.2.	Escaping from reality

Table 4.4 Theme four: Coping with social media overuse

Thematic level	Code	Theme four
Super-ordinate theme	4.	Coping with social media overuse
Master themes	4.1.	Intrinsic motivations
	4.2.	Extrinsic motivations
Sub-categories	4.2.1.	Coping strategies
	4.2.2.	Auxiliary tools

Table 4.5 Theme five: Arguments and conflicts on social media

Thematic level	Code	Theme five
Super-ordinate theme	5.	Arguments and conflicts on social media
Master themes	5.1.	Impressing scenarios
	5.2.	Negative emotions
Sub-categories	5.2.1.	Alleviating negative emotions

Table 4.6 Theme six: During the Covid-19

Thematic level	Code	Theme six
Super-ordinate theme	6.	During the Covid-19
Master themes	6.1.	Increased social media use
	6.2.	Negative impacts on life
Sub-categories	6.1.1.	Reasons
	6.2.1.	Passive emotions and disordered life
	6.2.2.	Coping strategy: diversion