Qualitative vs. quantitative
Qualitative vs. quantitative

- Raw data
- Qualitative data
- Quantitative data
- Initial processing

https://en.wikipedia.org/wiki/Mario

Key Issues
Interpretation

https://richardwiseman.wordpress.com/2011/05/17/what-do-you-see-when-you-look-at-this-14/

Claims

True

False

[Checkmark]
Presentation

Quantitative Analysis
Quantitative analysis

Averages

1 2 3 4 5

Quantitative analysis

Tables and graphs

Tables and graphs

Scores by Team per Season


Example

http://venturebeat.com/2011/06/24/star-wars-galaxies-shuts-down/121004_sonygame/
Example

Figure 8.7 Interaction profiles of players in the starport.
Qualitative Analysis

Identify patterns and themes

Categorizing data

Categorizing data: Content analysis
Categorizing data: Discourse analysis

Categorizing data: Conversation analysis

http://www.iconarchive.com/show/must-have-icons-by-visualpharm/Zoom-Out-icon.html
Critical incidents

Theoretical Frameworks
Grounded Theory

Coding: Open coding
Grounded theory

Coding: Axial coding

Coding: Selective coding
Question data

Levels of analysis
Comparisons

Distributed cognition
Granularity

Immersion

http://starwars.wikia.com/wiki/Stormtrooper
Understand work practices

http://starwars.wikia.com/wiki/Stormtrooper

Cognitive system

http://starwars.wikia.com/wiki/Stormtrooper
Communication pathways

Propagation of representational states
Benefits

http://www.geekjuicemedia.com/12/post/2012/03/youth-is-wasted-on-the-young.html
Example

Your turn

http://nintendo.wikia.com/wiki/Dr._Mario_%28character%29
Activity theory

Individual model

Activity  –  Motive
↑  ↓  ↑  ↓
Action  –  Goal
↑  ↓  ↑  ↓
Operation  –  Conditions

Physical artifacts

Abstract artifacts
Activity theory

Social context

Overall system

Tool

Subject

Object

Transform into

Rules

Division of labour

Community

Presentation

Rigorous notation
Stories


Summary