

Qualitative and Field Methods

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Qualitative Methods for Studying Emotion

- Why?
- Who?
- When?
- How?

Why?

Image Issue

Constituents

**Presumed Outline of Study of
Artifact Impact**

**General
Public**

Passengers

Management

Artifact

Symbolism

Interview Protocol

- 1. Have you seen the green buses? What do you think about this color?**
- 2. If you were asked to redesign the buses, what would you suggest? Why?**
- 3. Is there anything else you would like to tell us about the color?**
- 4. To what extent do you use public transportation? Do you ride buses?**

Table 1: Themes in data

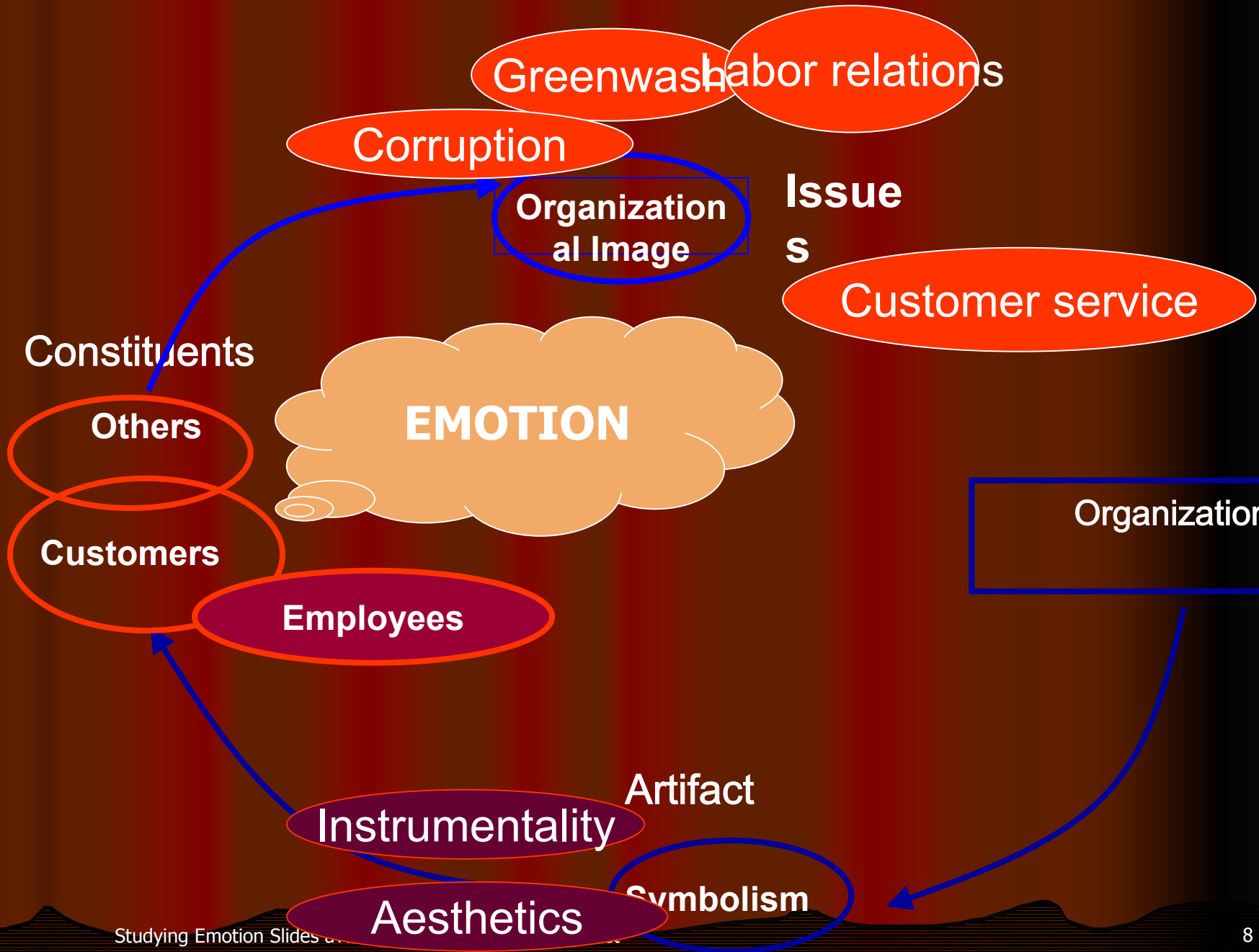
Instrumentality	Dimensions of artifact		
	Aesthetics	Symbolism	
hotToo hot Energy waste	Beauty, ugliness (F)	Environmentalism (F)	Scenery, trees, greenery, nature (F)
Not safe, cannot be seen at night, which can produce traffic accidents (F)	Vividness, homogeneity of colors (f)	Terrorism, terrorist groups (F)	Hospital, emergency rooms (f)
Invisible, no contrast to background (f)	Shades of green (dark, light, grass, bottle, mold) (f)	Natural materials, synthetic materials, recycling (f)	Military, camouflage (f)
Absorbs light waves (f)	Design logic (f)	Domesticity, family, homeliness (f)	Commands obedience (f)
Visually impaired cannot see bus (f)	Dominance, saliency (f)	Detachment, remoteness (f)	Jealousy (f)
		Cleanliness (f)	War and fascism (f)
		Suffocation (f)	Customer service (f)
		Quality of life (f)	Death (f)
		Professionalism (f)	Noise (f)
		Sports team (f)	Garbage truck (f)
		Dullness (f)	Freedom (f)
		Competition (f)	Spring, blooming (f)
		Movement, flow (f)	Friendliness (f)

Emotion in data

Emotion Term	Valence	Total appearance
Joyful, calm, restful, good, happy, arousing, fun, peaceful, strong, pleasant.	Positive	24%
Repulsive, disgust, fear, awful, irritation, evil, stress, worry, anxiety, revulsion, unpleasant, melancholic appalling, heavy, shame, fury, bad vibes, bad feeling, bad energy, depressing.	Negative	76%
	Total	100%

Emotion toward what?

Emotion is toward artifact AND toward organization !



Why Not?

Time

Confusing

Language
Dependent

Process
Unclear

Messy

Difficult

Too Easy
to Collect
Data

Who?

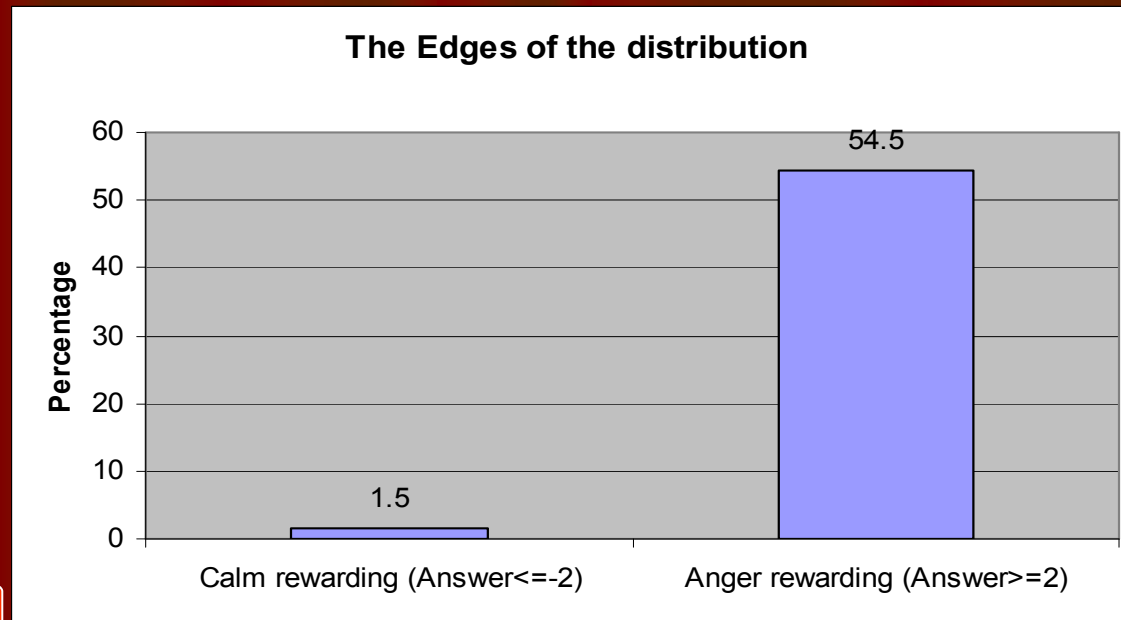
- Students?
- Every One?
 - Utility

How?

- Coding is a nightmare!
- KISS?

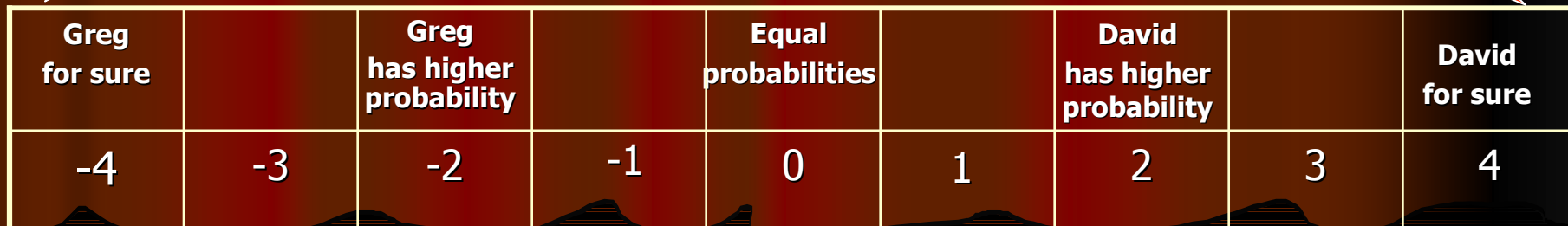
Results

Angry customer perceived as having higher probability for compensation



Calm

Angry

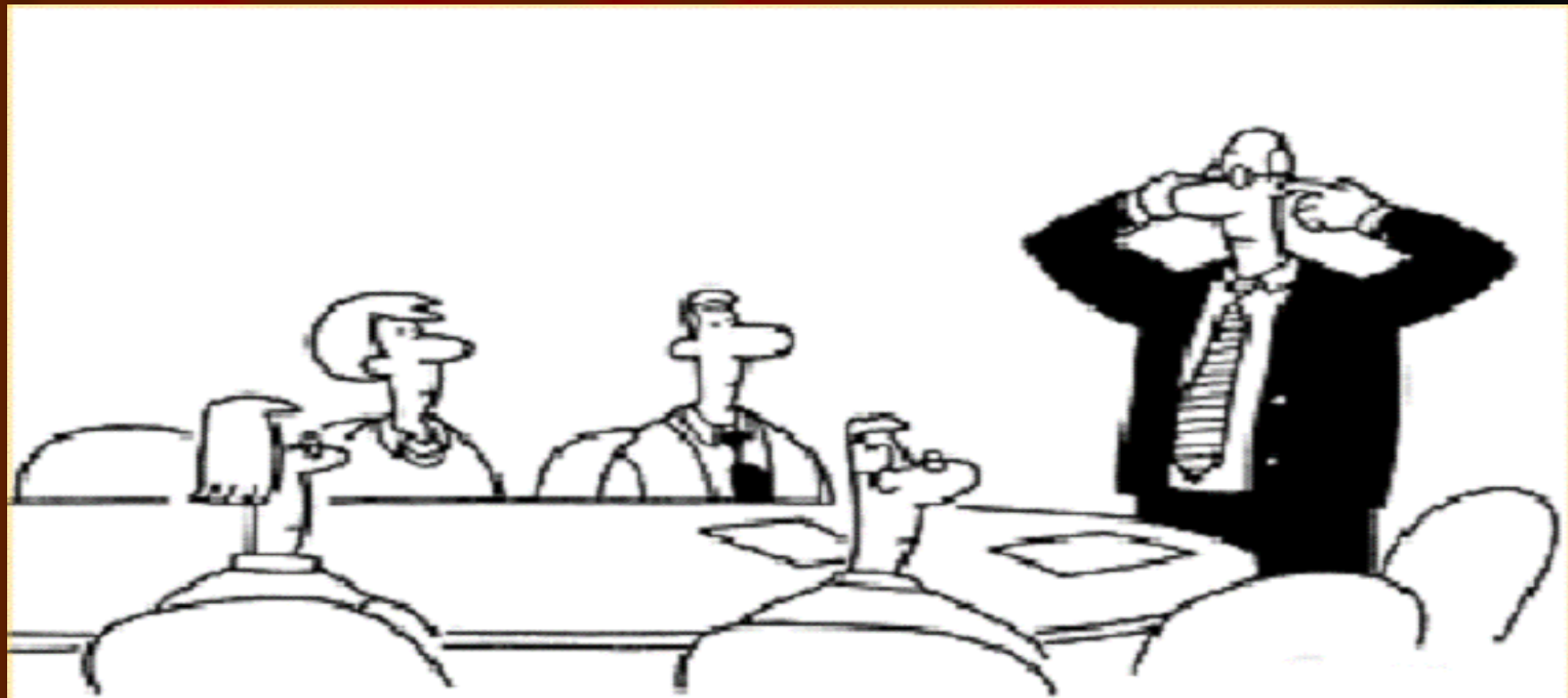


How?

- Reliability
- Validity
- Utility

Suggestions

- Combine methods
 - When all else fails – read!
- Seek assistance from other people
 - Keep as much data as possible
 - Let go of bad ideas



"Are there any questions?"