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Proceedings of CHLUXD 2016, the 2nd International Human Computer Interaction and User Experience Conference in Indonesia: Bridging the Gaps in the HCI and UX World

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Netnography approach for UX research (Conference Paper)Hussein, I.^a, Mahmud, M.^b, Noor, N.L.M.^c^a MIMOS Berhad, Bukit Jalil, Kuala Lumpur, Malaysia^b International Islamic University Malaysia, Gombak, Malaysia^c Universiti Teknologi MARA, Shah Alam, Malaysia[View additional affiliations](#)[View references \(21\)](#)

Abstract

This paper discusses on how **netnography** can be applied to gain an understanding on sensitive **research** topic in a high power distance culture. The study investigated the frustrations among practitioners in incorporating the User Experience Design (UXD) in software development process. **Netnography** has been applied to uncover the unspoken behaviors of stakeholders and attitudes of clients who disrespect designers that reflects the **UX** practitioners frustration on the stakeholders' politics. This findings will be useful in seeking a solution to improve the UXD process. From this work it can be concluded that **netnography** can be a suitable **approach** to gain deeper insights into understanding practitioner's frustrations in **UX research** study. © 2016 ACM.

Author keywords

Community Of Practice; Design; Frustration; Malaysia; User Experience (**UX**)

Indexed keywords

Engineering controlled terms: Design; Software design; Software engineeringCommunity of practice; Frustration; Malaysia; **Research** studies; **Research** topics; Software development process; User experience design; User experiences (**ux**)**Engineering main heading:** Human computer interaction

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