

## PHASE 2 – INTERVIEW STUDY

### SET A - Conditions to Filter Experts

1. Must have professional experience in analysing social media discourses, either independently or as part of a team that uses such analysis for decision making. Must be involved directly in analysing social media discourses in their role to achieve specific objectives within their respective industries.
  2. Must have at least two or more of the following objectives in their role: Monitor and manage brand reputation.
    - a. To monitor and manage brand reputation;
    - b. To evaluate audience sentiment and engagement;
    - c. To identify emerging trends or topics for strategy development;
    - d. To assess the effectiveness of marketing or communication campaigns;
    - e. To consult decision making in policy, public relations, or media strategies;
    - f. For crisis management;
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### SET B – Interview Questions

#### B1: Understanding existing workflows

1. Can you describe your role and the types of decisions you make based on analysing conversations on social media?
2. How do you use these social media conversations to support your decisions, or in other words, what details do you pay attention to or look for?
3. How do you currently navigate these social media conversations to make decisions? For example, is there any tool or method that you rely on? Or do you just use Internet Search?
4. Do you use software or tools to help with the analysis, such as spreadsheets, social media monitoring tools, databases, or LLMs/ChatGPT for summarisation?
5. Can you describe some challenges you face when using these tools or methods to support your current workflow?

#### B2: Perception of the dashboard

1. In the overview page,
  - a. Describe which information presented in the dashboard would help you decide a topic to prioritise among all the ongoing public discourses. For example, what details stand out to you when deciding what is important?
  - b. Within this process, can you think of one thing that is missing from the dashboard to help you with this specific task, or your workflow more broadly?
2. In the details tab,

- a. Describe what information presented on the dashboard would help you investigate a topic you have chosen to prioritise. For example, what details stand out to you if you are trying to understand the underlying causes of emotions/opinions within conversations around a trending topic?
- b. Within this process, can you think of one thing that is missing, from the dashboard to help you with this specific task, or your workflow more broadly?

**B3: Concluding questions and future guidelines**

1. Can you describe some use case scenarios where you see the dashboard being useful? Examples of how you see it being used in your workflow or any other workflows you have experience with?
2. What potential barriers or challenges do you foresee in adopting the dashboard in practice, and how could they be addressed?
3. On the basis of the dashboard, can you think of any new types of analysis that you might do in the future? If so, what kind of improvements or additional features would you suggest for that?