Abstract

This research paper presents a comprehensive Contextual Inquiry (CI) of Indian Twitter users and then proposes related work models with interesting insights into aspects that contribute to their work engagement. The study involved observing the users interact with Twitter in their workplaces, which has helped in understanding their behavioral preferences for an engaging work environment. Furthermore, a series of structured contextual interviews and onsite visits were carried out with a convenient sampling of 18 users from diverse environments. A random sampling of 2,000 Indian users was programmatically derived and analyzed which reflects the essence of Twitter usage in work environments. The resultant data was documented for advancing to the second-order analysis, which strengthens the premises of the four proposed work models. They aim at developing and communicating a better understanding of Indian Twitter users to facilitate future contextual designs. In addition, the paper analyzes the genuine
usability issues that prevent a smooth design for work engagement. It also identifies
opportunities for understanding global and local cultural differences of Twitter users. Looking
into the future, we revisit Twitter’s design architecture and derive key aspects that extend the
dimensions of work engagement leading to facilitation of apt business strategies for Indian
Twitter users. In future, this CI study will form the basis for work engaging Twitter bots that
adhere to ethnographic strategies during their service to regional users.

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Index Terms

Computer Science
Information Sciences
Keywords

Contextual Inquiry; Work Engagement; Ethnographic study - Indian Users; Twitter; Work Models; Data Analytics.