

Evaluating and Presenting Collected Data

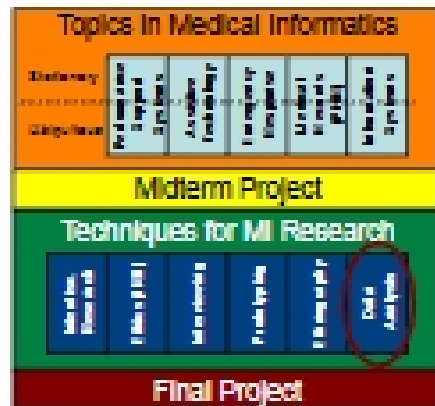
Class 33

Agenda

- 3:00-3:25 Presenting Data
- 3:25-3:35 Final Presentations
- 3:35-3:50 Group brainstorming

Project Questions?

Where are we?



What are some data collection methods we can use in studies?

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- Interviews
- Surveys/Questionnaires
- Shadowing
- Logging
- Observations
- Think-Alouds
- Heuristic Evaluation
- Cognitive Walkthrough

Mapping Data Collection Methods with Qualitative and Quantitative Data

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Mapping Data Collection Methods with Qualitative and Quantitative Data

	Qual/Quant Data	Qual/Quant Data	Qual/Quant Data	Initial Processing
Interviews	Audio recordings Interview notes Video recordings	Responses to open questions Video platform Participant opinions	Age, job role, years of experience Responses to closed questions	Transcription of recordings Regeneration of notes
Surveys/questionnaires	Written responses Online databases	Responses to open questions Responses to comments Participant opinions	Age, job role, years of experience Responses to closed questions	Clean up data Filter into different data sets
Observations	Observer's notes Photographs Audio and video recordings Data logs Think alouds	Records of behavior Description of a task as it is undertaken Cycles of informal procedures	Demographics of participants Time spent on tasks The number of people involved in an activity	Regeneration of notes Transcription of recordings Synchronization between data recordings
Heuristic, informal users	Notes Reported actions Group actions	Problems found with interface Discussion of problems	Number of problems found per action Total # of problems Time to complete	Regeneration of notes Prioritize problems Discuss solutions

Adapted from Information Design, Process, Reports, and Plans

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