


User Interface Software Projects

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Data Gathering

Content derived from Rogers, Sharp and Preece <http://www.id-book.com/>

- Five key issues of data gathering
- Data recording
- Interviews
- Questionnaires
- Observation
- Choosing and combining techniques



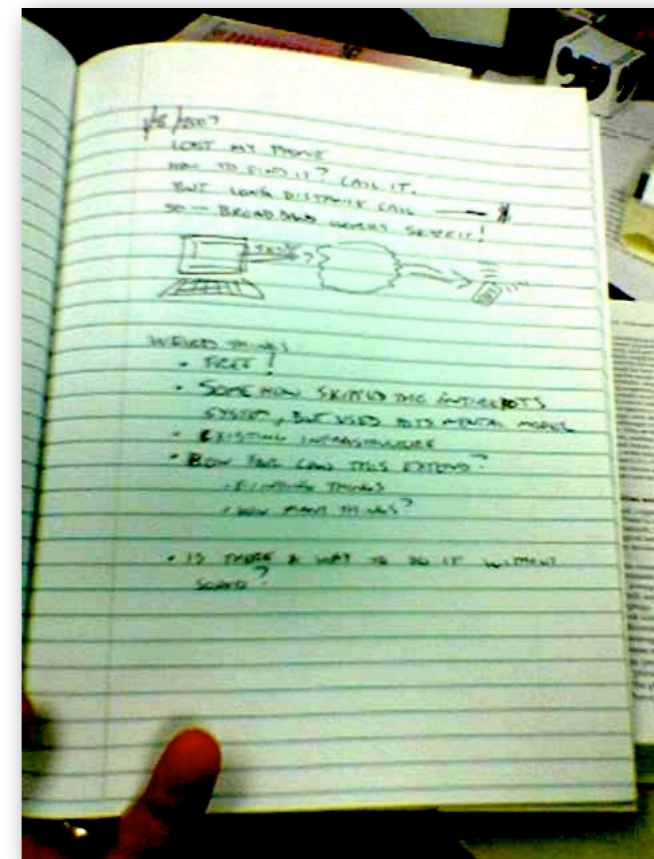
Five key issues

- Setting goals
 - Decide how to analyze data once collected
- Identifying participants
 - Decide who to gather data from
- Relationship with participants
 - Clear and professional
 - Informed consent when appropriate
- Triangulation
 - Look at data from more than one perspective
- Pilot studies
 - Small trial of main study



Data Recording

- Notes
 - Paper
 - Digital
- Photographs
- Audio
- Video
- Combination



Interviews

- Unstructured
 - are not directed by a script. Rich but not replicable.
- Structured
 - are tightly scripted, often like a questionnaire. Replicable but may lack richness.
- Semi-structured
 - guided by a script but interesting issues can be explored in more depth. Can provide a good balance between richness and replicability.



Interview Questions

- Two types:
 - 'closed questions' have a predetermined answer format, e.g., 'yes' or 'no'
 - 'open questions' do not have a predetermined format
- Closed questions are easier to analyze
- Avoid:
 - Long questions
 - Compound sentences - split them into two
 - Jargon and language that the interviewee may not understand
 - Leading questions that make assumptions e.g., why do you like ...?
 - Unconscious biases e.g., gender stereotypes



Running the interview

- **Introduction** – introduce yourself, explain the goals of the interview, reassure about the ethical issues, ask to record, present any informed consent form.
- **Warm-up** – make first questions easy and non-threatening.
- **Main body** – present questions in a logical order
- **A cool-off period** – include a few easy questions to defuse tension at the end
- **Closure** – thank interviewee, signal the end, e.g, switch recorder off.

