User Interface
Software Projects

Assoc. Professor Donald J. Patterson
INF 134 Winter 2012
Data Gathering


Monday, January 23, 12
Overview

- 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
• **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.
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.