User Research Methods VU WS17: Final Report

Task

Write a 1800-2000 word report (excluding references) - provide a critical discussion of the issue, drawing also on peer-reviewed literature. **Due 29 December 2017**. Contribution to overall grade: 40%

Overview

You have the choice between two versions:

- The Challenge version (with the potential of achieving a »sehr gut« - the full 40% - for a strong report)
- Or the less challenging Standard version
  (with the potential of a mark no higher than »gut« - max 35% - for a strong report)

Please note: Even with this report marked as »gut« you might still get an »sehr gut« for the VU, depending on your other work.

Challenge Report

Learning goal: to critically explore the relation of User Research to anticipated future HCI/design challenges. This is a more theoretical/academic exercise, drawing heavily on peer-reviewed literature, to complement the other more practical exercises.

Discuss:

- What about user research and the new age of computing that we are entering into?
- Is there still a role for user research?
- What is this role and how will it change?
- What could it contribute, what ways would it need to be adapted?

Draw on example papers/literature to construct, illustrate or support arguments as needed.

Example new age of computing and challenges – as food for thought:

- UCLIC Symposium on HCI Grand Challenges
  https://sites.google.com/site/ucl2016hci/schedule
  https://sites.google.com/site/ucl2016hci/discussion-papers
- Schneiderman et al, Grand Challenges for HCI Researchers.
  http://interactions.acm.org/archive/view/september-october-2016/grand-challenges-for-hci-researchers
- 5 Design jobs that won't exist in the future:
  https://www.fastcodesign.com/3063318/5-design-jobs-that-wont-exist-in-the-future
- Big Data: e.g., see
  https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/human-data-interaction
- Internet of Things: (and things like Alexia, Amazon Echo, autonomous cars etc) – non-peer reviewed popular press articles to raise some potential issues
  http://www.intel.com/content/www/us/en/internet-of-things/videos/iot-vision-video.html
  https://www.theguardian.com/technology/2016/oct/12/english-man-spends-11-hours-trying-to-make-cup-of-tea-with-wi-fi-kettle?CMP=Share_iOSApp_Other
  https://mondaynote.com/the-internet-of-poorly-working-things-cda7a147af#.3ue4lvi1b
  http://www.bbc.com/news/technology-37738823

Related discussion papers contributing similar arguments for the previous third wave – as exemplars for how they identified and discussed challenges, also as resources to build from:

- Rogers, Y. Interaction Design Gone Wild: Striving for Wild Theory. Interactions, July-August 2011, ACM Press, pp58-62.
  http://dl.acm.org/citation.cfm?doid=1978822.1978834

- Sellen A. et al. Reflecting Human Values in the Digital Age. CACM. 2009, 52:3, pp58-66.
  http://dl.acm.org/citation.cfm?doid=1467247.1467265

Standard Report

Learning goal: to critically discuss the range of available user research methods, evidencing an understanding of how to choose an appropriate mix of methods for any given context.

Discuss:

- A succinct, but comprehensive overview of different methods to conduct user research

- Your strategies to choose between them - it depends, but **on what?**

- Key examples from literature

- Reflection on your current experiences with user research methods - what do you find most efficient? What works well, what does not? What are the greatest challenges doing user research from your perspective?

Submission Requirements, Marking Criteria

Submit PDF document <Surname_FinalReport> to TUWEL

Format:

- Reports can be in any layout format (at least 11pt font please)

- Language preferably English but German is also ok.

- References within the text and the reference list at the end of the paper need to be consistently formatted according to a particular referencing style and with complete details. You can choose the format you use.

- Or choose the format description of a particular journal or conference e.g., the numerical style used by the ACM CHI Papers format (https://sigchi.org/templates/).

- On the front title page include:

    Title

    Name

    Student Number (Matrikelnummer)

    Word count (excluding references)

Marking will be based on evidence of :

- Content:
    - Challenge Version:
    Quality and coherence of arguments; Critical engagement with the literature; intellectual engagement with the topic. Clear focus and main message(s)
    - Standard Version:
    Evidence of thoughtful reflection; sophisticated and appropriate use of literature to frame future actions
- Presentation:

- Well structured arguments with logical flow of arguments, appropriate use of sections / section headings etc; clear introduction, body, conclusion; right level of detail and supporting material. Note: section headings can help a lot with structure and making it more readable.
- Well written text (though you won't be penalised for English grammar) – clear and concise
- Correct in-text referencing and correct reference format

To achieve marks at the top of the range:

(1/sehr gut for Challenge; 2/gut for Standard): **Literature/articles beyond that provided in class** & well synthesized into clearly structured arguments. Overall report is very well written and shows strong coherence and deep engagement with the topic.

Tips

1. There are many resources on the web with good guidelines on how to do a good critical literature review on which to base your arguments. One random example: http://www.duluth.umn.edu/~hrallis/guides/researching/litreview.html

2. Think about your search strategies for how you find literature. Example sources of literature (apart from the articles provided on TUWEL):
   - Google Scholar http://scholar.google.com
   - ACM Digital Library: http://dl.acm.org
     e.g. CHI, CSCW, GROUP, Participatory Design
   - ECSCW (http://www.ecscw.org/)
   - Computer Supported Cooperative Work Journal (Springer)
   - Transactions on Computer Human Interaction (TOCHI – ACM)
   - See HCI Bibliography site for collated links to resources: http://hcibib.org/

3. Learn from the mistakes of the ex German Defence Minister or the ex Hungarian President – **PLAGIARISM** is a serious academic offence and will result in an automatic fail!

   »Academic work is not limited to your own views and opinions, but is developed by thinking about ideas put forward by others. It is legitimate and appropriate to synthesise the work of others, providing you acknowledge the sources accurately. These sources can be books, journal articles, newspaper reports, conference proceedings or web pages. In fact anything at all!

   However, it is essential that you acknowledge the material that you have consulted to prepare a piece of academic work. This process is called citing or referencing. A reference/citation is an entry, whether in a footnote or elsewhere, which gives precise details of the original source of the information used.

   Whenever you directly copy the words of another author (quoting) or put their ideas into your own words (paraphrasing) you must acknowledge that you have done so.«

   http://www.sussex.ac.uk/library/infosuss/referencing/whyref1.shtml

See also plagiarism policy statements for the ACM.