Theory and Methodology of Science in Human-Computer Interaction

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http://www.kth.se/student/kurser/kurs/DH2610
Today's agenda
Five presentations
New material
New assignment
Research design presentations

group 1 social media

group 2 touch phone

group 4 own design

group 3 own design
Case studies, interviews and focus groups
Possibilities of deeper understanding
Why do people act the way they do?
What is their world like?
Case studies, interviews and focus groups

Understanding the social world of technology use
Technology as enmeshed with social life
Sociotechnical systems
experiments    surveys    diaries    case studies    interviews    focus groups    ethnography

DESCRIPTION   EXPLANATION
Case studies
Let us look at an "informal case study" by Mark Zuckerberg
Welcome to Thefacebook!

[ Welcome to Thefacebook ]

Thefacebook is an online directory that connects people through social networks at colleges.

We have opened up Thefacebook for popular consumption at Harvard University.

You can use Thefacebook to:
- Search for people at your school
- Find out who are in your classes
- Look up your friends' friends
- See a visualization of your social network

To get started, click below to register. If you have already registered, you can log in.
In-depht study
Harvard facebooks
Building understanding
Generating ideas about social networks
Contextual
Studying people in action
Outside of the lab
In real life
Based on observations

What peers like about the Harvard facebooks
What they didn't like
What they would like to be able to do
Built thefacebook.com
One social network for all of Harvard
Based on social needs
As HCI researchers we would have
Collected data systematically
Analzyed data carefully
Written a report
A possible case study here at KTH
Bilda and Social
Why do we have two systems?
What should we do with them?
Suppose we had neither bilda nor social
How would we know what we need?
Case studies
Focus groups
Focus groups can generate ideas
A way of discerning user reactions to future technology
Suppose we are trying to design a new robot
Few users have experience with robots
**Assignment for next week**

Analyze one study and prepare a summary presentation
What kind of study is it?
What are the steps of the overall design?
What methods were used?
What data was collected?
How did they analyze the data?
Is the design convincing, why or why not?
Alternative assignment
Design your own case, interview or focus group study
Keep in mind the same questions as on the previous slide
Prepare a short presentation
Reference material for assignment

Chapter 7 Case studies
Chapter 8 Interviews and focus groups
Study one

Focus group interview for designing a growing robot
Study two
Stroke therapy through motion-based games: a case study
Study three

Experimenting with the use of persona in a focus group discussion with older adults in Malaysia
Study four
An in-depth case study of art-technology collaboration
Study five

Low-fi skin vision - a case study in rapid prototyping a sensory substitution system
Reading for next time
Chapter 9 Ethnography