



Week 5: Study Design

Wednesday lecture
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mid- semester feedback

- Please fill out the quick survey by **Oct. 17**
- What should we start doing?
- What should we stop doing?
- What should we continue doing?
- <https://forms.office.com/e/6ijiRaRBh9>



any questions about Assignment 2 (so far)?

today

- Additional notes on study types
- Study design quiz
- Study design: hands-on activities
 - Defining study question(s)
 - Defining study tasks
 - Picking a study method and methods of data collection

study types

study types

Online study

- Survey
- Quantitative testing (efficiency & error rate)
- Comparative studies (A/B testing)
- Automatic logging of interactions



Online survey: data physicalization & sustainability

- Research question:
 - How do data physicalization designers and artist approach physicalization projects and reflect on sustainability?
- Goal:
 - Provide a comprehensive perspective on sustainability in Data Physicalization
- Study design:
 - Online survey targeting the community of data physicalization designers
 - Surevey included questions regarding the disposal, reuse, and material selection as part of designers' physicalization practice
- Why this method?
 - Expand the pool of participants

Moras et al. From Exploration to End of Life: Unpacking Sustainability in Physicalization Practices. CHI'24

<https://arxiv.org/abs/2402.09860>

study types

Online study

- Survey
- Quantitative testing (efficiency & error rate)
- Comparative studies (A/B testing)
- Automatic logging of interactions
- Pros
 - Time efficient (for the researcher)
 - Large and/or diverse participant sample
- Cons
 - No follow-up questions possible (typically)
 - Uncontrolled environment (we don't know the conditions under which the tasks are accomplished)



1

Go to wooclap.com

2

Enter the event code in the top banner

Event code
BSDAXL



Enable answers by SMS

study design quiz

hands-on activity

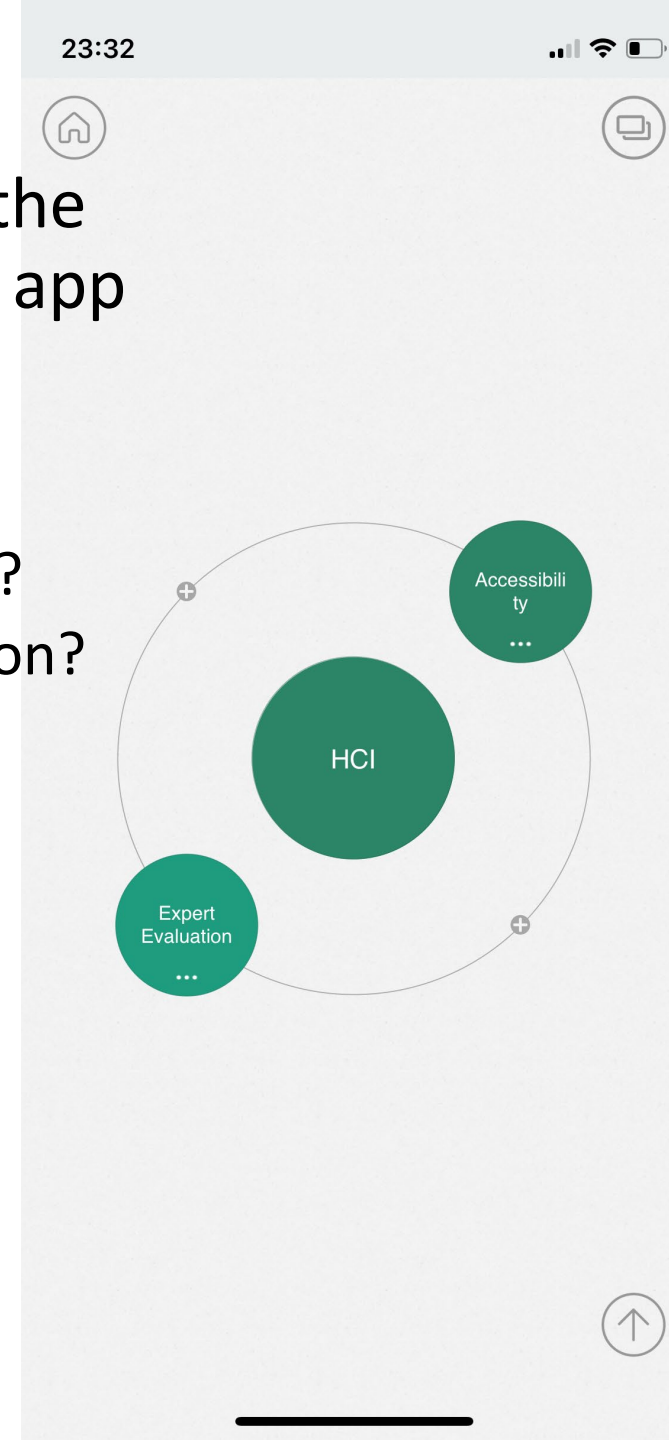
Group Activity

<https://mindlyapp.com/>



- Consider you want to study the current design of the mindly app
- Discuss in groups:
 - What things could be studied?
 - What could be a study question?

[10min]

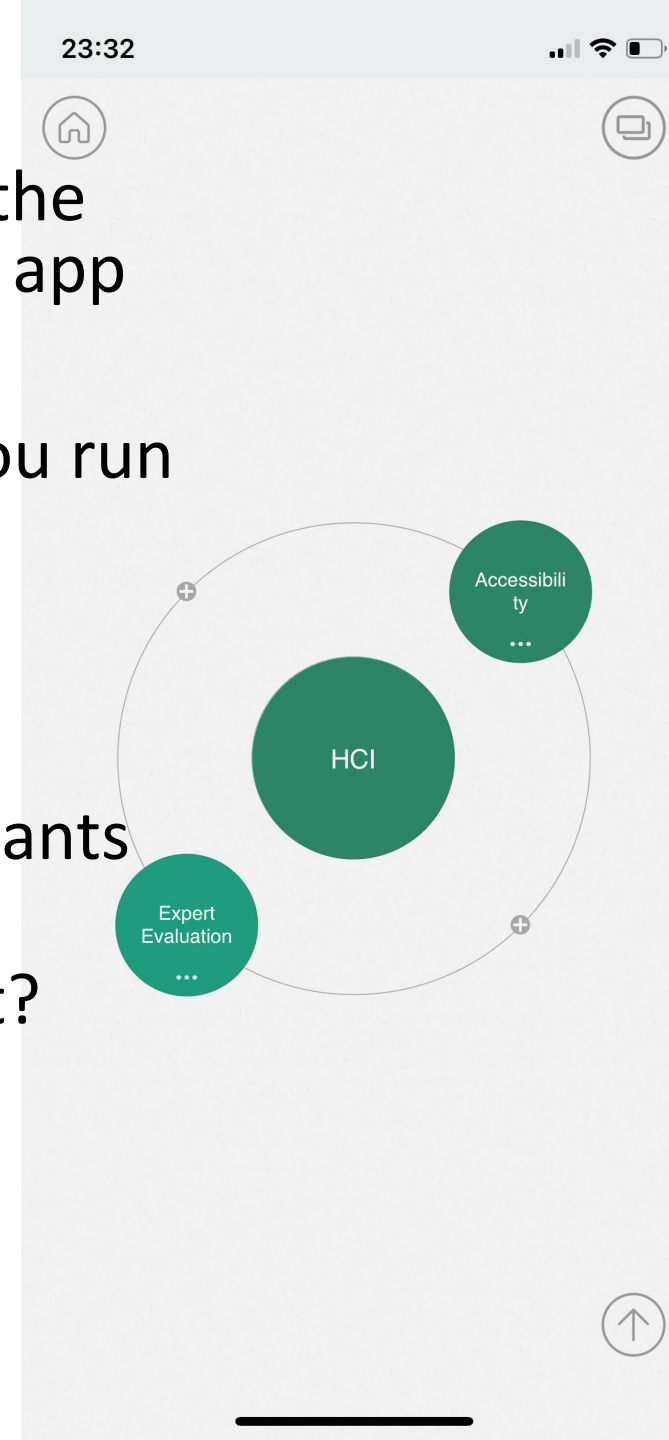


Group Activity

<https://mindlyapp.com/>

- Consider you want to study the current design of the mindly app
- What type of study would you run to answer your question(s)?
 - Lab study?
 - Online study?
 - In-the-Wild/field study?
- What would you ask participants to do?
- What data would you collect?

[15min]



next steps

- Additional evaluation methods
 - Think aloud
 - Questionnaires & surveys