Library of Congress | Humans in the Loop

Crowdsourcing Prototype

User Testing Plan & Discussion Guide

Project staff feedback forms

Test Goals

- Gather direct user feedback on usability of the Yellow Pages prototype, specifically:
    - Do users easily understand and accomplish the defined tasks?
        - Do they successfully accomplish marking tasks as defined and expected?
        - Do they successfully accomplish transcription tasks as defined and expected?
- Are users aware of all three workflows and do they understand how to navigate between the workflows?
- Assess effectiveness of risk mitigation strategies, including:
    - Are users successfully made aware of the potential to view triggering content during task completion?
    - Do users find tasks overly repetitive? Do they enjoy or find the defined tasks pleasing?

Data Collection Sheet

https://drive.google.com/file/d/1jKBtLH77bdL31Koy9fJB79MOjqjhHaLa/view?usp=sharing

Volunteers task based testing

Test Goals

- Evaluate participant understanding of machine learning.
- Gather participant perspectives on machine learning in libraries.

- Gather participant perspectives on participating in crowdsourcing activities that contribute to machine learning processes at the Library of Congress.
- Evaluate participant understanding of how the Yellow Pages crowdsourcing tasks relate to concurrent machine learning processes.
- Evaluate effectiveness of current site content/informational text in conveying key project concepts and goals.

Discussion Guide

Introduction (10 min)

- Introduce ourselves: We are partnering with the Library of Congress Labs to test an experimental crowdsourcing website and workflows that feature digitized Yellow Pages from the Library of Congress' U.S. Telephone Directory collection. Thank you for agreeing to participate in this study!

- This experimental project aims to blend crowdsourcing with machine learning. We're asking the question: could blending these approaches enable people to improve machine learning processes, while also providing volunteers an opportunity to learn about machine learning processes and engage with interesting materials and collections.

- The specific focus of our call with you today is to get your feedback on this experiment. We want to 1) understand your impressions of machine learning, 2) get your feedback on how well the text we've written for the crowdsourcing prototype for the Yellow Pages project conveys to you the ways volunteer contributions and activities would be used by the Library.

- Format for today: I'll ask you a few initial interview questions. Then I'll send you the link and I'll ask you to share your screen. I'll have you drive as I walk you through some mock-ups and some informational text about the project. The YP crowdsourcing site isn't live yet out in the world, we're getting feedback on early stage prototypes. Finally, there will be some wrap-up questions mostly asking about your experience and impressions.

- Questions for us?

- May we record this interview?

START RECORDING!

Part 1: Interview (10 min)

- Have you ever participated in crowdsourcing projects (either through LC or other institutions) before?
    - Describe previous experiences

    - What would you say were your primary motivations for engaging in those crowdsourcing projects?
    - Would you engage in crowdsourcing work again? Why or why not?

Part 2: Tasks (25 min)

INSTRUCTIONS:

- I'll share a link to a site called, Miro. Miro is like an online white board where we have created some information and activities for you to interact with during this call.
- You'll share your screen and I will guide you through three separate activities on the Miro board. At first, I'll be talking you through a thing you're seeing on the screen, and then I'll be asking you to perform some tasks directly. Either way, I'll give you very clear and direct prompts along the way.
- Before moving you to the next activity, I'll also ask for your feedback about some specific elements you've seen or tasks you've performed.
- Please keep in mind that our goal today is to see how well we're doing as we're designing this prototype. We're not testing you, we're testing potential design choices and informational content for the crowdsourcing website.

- Any questions before we start?

Share the link to Miro

Task 1: Interface Mock-up (5 minutes)

This project is focused on the Library of Congress's Yellow Pages collection. A little background about the collection itself:

- The Yellow Pages are part of the Library's digitized US Telephone Directory Collection which includes phone books from approximately 15 states and localities. The dates of the directories span most of the 20th century.

- The US telephone directory collection consists of 8,327 digitized reels of microfilm. Of these, about 3,500 pages are currently available to view as part of the Library's digital collection.

- This project and the prototype we're building use selected Yellow Pages from the digitized Telephone directory collection as the basis for our research.

1. Show the interface mock-up - talk them through the landing page screen:
    a. Top menu
    b. Center page
    c. Workflow boxes
    d. Trigger warning

2. FOLLOW QUESTIONS:
    a. What do you like about this landing page?
    b. What do you wish?

    c. If you were participating in the Yellow Pages crowdsourcing project, where do you imagine yourself clicking first as you're getting started?

Task 2: What is Machine Learning

Instructions:
This board contains some informational text that will appear in the crowdsourcing prototype. In this case, this would be included in the About page content. As you can see, this selection of text has some words missing -- it looks kind of like a MadLib. There might be a few right answers for each word. I'll ask you to fill in the blanks that you see.

1. Ask them to read the paragraph then remove the hidden words below the text. Ask them to select terms to fill in for Words 1-7. Point out the term hints below the image.

    a. Capture term responses and participant questions/comments
    b. FOLLOW QUESTIONS:

        i. What is this paragraph saying to you?
        ii. Regarding Machine Learning:
            1. What do you think might be beneficial about the Library using machine learning and AI approaches?
            2. What concerns do you have about libraries, and LC specifically, using machine learning approaches?

Task 3: How it Works

1. Move them to the second cloze test and ask them to read the text. Unhide the word term lists and ask them to use a star to select terms for Words 1-8 from each term list. Point out the term options for each word.

   This exercise will be a similar activity as the last one, only this time you will be given multiple choice options for each of the words. There will be 8 words total to fill in.

   a. Capture term responses and participant questions/comments

   b. FOLLOW QUESTIONS:
      i. What is the paragraph saying to you?
      ii. What is your initial reaction to having tasks you might perform as a crowdsourcing volunteer used to train or validate machine learning processes?
      iii. Does knowing that your time and activities are part of enhancing machine learning techniques in any way change (for better or worse) your motivations for contributing to crowdsourcing initiatives at the Library?
      iv. Are there types of machine learning processes that you would prefer to contribute to more than others? For example, would you be more or less interested in contributing to project where your work supports:
         1. Training a computer to understand how to interpret specific data points in a given collection?
         2. Validating or verifying that a computer has read and understood data correctly?
         3. Neither

Part 3: Wrap up questions (5 minutes)

1. Given what you've seen of the project so far, how likely would you be to volunteer to perform crowdsourcing tasks for the Yellow Pages project (scale 1-10)?
   a. 1 =Extremely unlikely, 10=Extremely likely
   b. Why?

2. What's your overall impression of the project so far (scale 1-10)
    a. Why?

Thank you for your time!