Here are my notes from class on the evaluation plan.

Presentation next week. What are your hypotheses you plan on doing and how you will evaluate them?

1. Outline research questions

* To the point and very clear
* Are there differences for click through rates for hover vs key press for gender?
* Are people with a higher education background more comfortable with more technical features?
* 2 or 3 research questions

1. Data Collection

* How is group data going to be collected?
* What is the info going to look like?
* Get used to Qualtrics
* How are interactions going to be measured?
* Done in JS or asked in survey

1. Expected Outcome

* What we think the results of the experiment are going to be
* Speculative plus a little background research

No more than 5 slides.

Page BreakTesting ideas:

* **vertical / horizontal options**
* **mouse over / click**
* **different income display**
* counts along side
* **sentence representation**

Page BreakResearch Questions:

* Different income display and reported income
* Color dot vs zip code
* Left/right sidebar and handedness
* Mouse over/click and age

Data collection:

* Post Use Qualtrics survey:
* Income
* Age
* Gender
* Frequency of public transportation
* Nearest public transport station
* Zipcode?
* Do you think there is a relationship?

Expected Outcomes:

* Higher income people will be more blind to patterns
* Left side would be faster: https://link.springer.com/chapter/10.1007/978-3-642-23771-3\_13
* Younger people will click less and hover more than older people
* Opposite: https://dl.acm.org/citation.cfm?id=957212