

Quiz 6: Data Gathering in HCI.

1. The process of looking at data from multiple perspectives as well as collecting more than one type of data, both quantitative and qualitative, is called \_\_\_\_\_. In the space below, please provide your answer.  
Answer: Triangulation
2. In data gathering based on observation, the process of tracking users' activities through diaries, interaction logs, videos and photographs collected from their activities in using the system is called \_\_\_\_\_. In the text area below, please provide your answer.  
Answer: Indirect
3. In data gathering, a \_\_\_\_\_ observer is a researcher who will attempt at various levels, depending on the type of study, to become a member of the group he/she is studying. In the text area below, please provide your answer.  
Answer: Insider (or) Participant
4. In data gathering, choosing the appropriate and best technique for data gathering depends on the following. Name one relevant criteria in the text area below.  
Answer: Any one of the following:
  - Focus of the study
  - Participants involved
  - Nature of the technique(s)
  - Resources available
  - Time available
5. In data gathering by interviewing, the technique of asking participants questions without a script that might start with open ended, exploratory questions, which then might go into depth regarding the system is called \_\_\_\_\_. In the text area below, please provide your answer.  
Answer: Unstructured interviewing
6. True or False: In questionnaire design, it is recommended to keep questions very compact without any white spaces. In the text area below, please provide your answer.  
Answer: False
7. A usability researcher observes how participants learn a mechanical assembly task in a virtual reality system. The study is conducted in the researcher's laboratory, where the researcher observes the participant from another room via a video camera. In this type of study, the observer is a \_\_\_\_\_. In the text area below, please state your answer.  
Answer: Outsider
8. A usability consultant explores an unfamiliar city with a participant to find interesting museums and art exhibits using a mobile augmented reality (AR) information system. While exploring with the participant, the observer takes note of the challenges the user has with the AR information system's usage. In this type of study, the observer is a \_\_\_\_\_. In the text area below, please state your answer.  
Answer: Insider
9. The technique of participant observation and interviewing that involves researchers immersing themselves in the culture or situation that they are studying, where the researcher's degree of participation can vary along the scale from "outsider" to "insider" is called \_\_\_\_\_. In the text area below, please provide your answer.  
Answer: Ethnography
10. The response format of a question that explores a range of bipolar attitudes about a particular item, where each pair of attitudes is represented as adjectives is called \_\_\_\_\_. In the text area below, please provide your answer.  
Answer: Semantic Differential Scale or Semantic Differential.