Assignment 3: Information Behavior Analysis

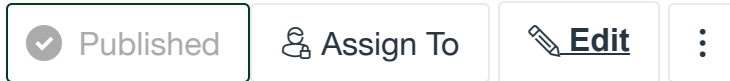✅ Published   👤 Assign To   ✎ **Edit**   ⋮

The purpose of this assignment is to identify and document patterns of information behavior among a specific population. Students will compose a report that details their observations and insights.

Loop11 is an online usability testing software. After registering for a trial account, you can access a sample project containing multiple video recordings. These recordings capture participants' interactions with a designated website, and transcriptions of the sessions are also available.

Task Overview:

After analyzing the video sessions, address the questions below in a **technical report**. Use examples to support your answers. Each question is worth 5 points.

Questions to Address:

1. What key behavior patterns have you noticed?

Identify and describe recurring behavior patterns observed during participants' interactions. Examples of behavior categories include:

- **Information Seeking**: Directed search, browsing, or information avoidance.
- **Information Searching**: Keyword searching, Boolean searching, or advanced searching techniques.
- **Information Assessment and Evaluation**: Assessing source credibility, verifying information, or recognizing bias.
- **Information Use and Application**: Synthesizing information, decision-making, or sharing information.
- **Information Management**: Organizing, storing, or deleting information.

Use specific examples from the video recordings to illustrate these patterns.

2. How do you use a coding scheme to log these behavior patterns?

Explain how you systematically record and categorize observed behaviors using a coding scheme.

- Researchers commonly gather data through methods such as interviews, surveys, focus groups, and direct observation. These are often recorded or transcribed for later analysis.
- In this assignment, observe the actions of **30 participants** and assign a relevant code for each behavior (e.g., "direct browsing" or "keyword searching").

Example of Coding:

In a study on information behavior in individuals with infertility, interview transcripts were analyzed.

- One participant said:
  "We talk to my PCP about it first. When I expressed to her that I didn't feel like we were getting anywhere with the OB, the PCP was the one who recommended a specialist also."
  This was coded as **"Information Seeking: Provider."**

- Another participant said:
  "I talked to the original Ob-gyn, that led me to the blue sky. She recommended them."
  This was also coded as **"Information Seeking: Provider."**

For this assignment, create your own codes based on the observed behaviors in the videos. Your report should summarize the findings, describing each code and supporting it with examples from your observations.

> ***Note: You do not need to submit your complete codebook, but your report should provide a detailed narrative explaining the codes and their application.***

3. What behavior metrics can be used to report these behavior patterns?

Identify relevant metrics to quantify participants' interactions, such as:

- The content participants browse.
- Their engagement with specific website features (e.g., time spent on tasks, click patterns).
- Feedback or verbal reactions during the session.

Describe how these metrics provide insights into the participants' behavior and their experience with the website.

4. How do you interpret these behavior patterns based on the tasks they are performing?

Discuss your interpretation of the observed behavior patterns by considering:

- The tasks participants were assigned or naturally performed.
- The context and complexity of these tasks.
- Participants' roles or personas (e.g., novice vs. expert users).
- The sequence of actions taken to complete tasks.

Explain how these factors influence the observed behaviors and participants' overall success or difficulties with the tasks.

5. What insights do you have in terms of the design of a website?

Based on your observations and analysis, provide recommendations for improving the website's usability. Consider:

- How the design supports or hinders users in completing their tasks.
- Specific features or elements that need improvement.
- Suggestions for enhancing the user experience based on participants' behavior and feedback.

Deliverables:

Your technical report should include:

- Detailed responses to each question.
- Examples and observations from the video analysis to support your findings.
- Clear and organized summaries for each behavior pattern and metric discussed.

Points	25
Submitting	a file upload
File Types	doc, docx, pdf, and txt

Due	For	Available from	Until
Mar 22, 2026	Everyone	Mar 2, 2026 at 12am	-

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