

Contents

About the Authors	xix
Foreword	xxi
Preface.....	xxiii
Acknowledgments.....	xxv
CHAPTER 1 Introduction to HCI Research	1
1.1 Introduction.....	1
1.1.1 History of HCI	1
1.2 Types of HCI Research Contributions	2
1.3 Changes in Topics of HCI Research Over Time	3
1.4 Changes in HCI Research Methods Over Time.....	4
1.5 Understanding HCI Research Methods and Measurement.....	7
1.6 The Nature of Interdisciplinary Research in HCI.....	9
1.7 Who is the Audience for Your Research?	11
1.8 Understanding One Research Project in the Context of Related Research	13
1.9 Inherent Trade-offs in HCI	18
1.10 Summary of Chapters	19
References.....	22
CHAPTER 2 Experimental Research	25
2.1 Types of Behavioral Research	26
2.2 Research Hypotheses	27
2.2.1 Null Hypothesis and Alternative Hypothesis.....	28
2.2.2 Dependent and Independent Variables.....	30
2.2.3 Typical Independent Variables in HCI Research	30
2.2.4 Typical Dependent Variables in HCI Research.....	31
2.3 Basics of Experimental Research	32
2.3.1 Components of an Experiment	32
2.3.2 Randomization.....	33
2.4 Significance Tests	35
2.4.1 Why Do We Need Them?	35
2.4.2 Type I and Type II Errors.....	36
2.4.3 Controlling the Risks of Type I and Type II Errors	38
2.5 Limitations of Experimental Research	39
2.6 Summary	41
References.....	43

CHAPTER 3	Experimental Design	45
3.1	What Needs to be Considered When Designing Experiments?	46
3.2	Determining the Basic Design Structure	47
3.3	Investigating a Single Independent Variable.....	48
3.3.1	Between-Group Design and Within-Group Design.....	49
3.3.2	Choosing the Appropriate Design Approach	52
3.4	Investigating More Than One Independent Variable	56
3.4.1	Factorial Design.....	56
3.4.2	Split-Plot Design.....	57
3.4.3	Interaction Effects.....	58
3.5	Reliability of Experimental Results.....	59
3.5.1	Random Errors.....	59
3.5.2	Systematic Errors.....	60
3.6	Experimental Procedures	65
3.7	Summary.....	66
	References.....	68
CHAPTER 4	Statistical Analysis	71
4.1	Preparing Data for Statistical Analysis	71
4.1.1	Cleaning Up Data	72
4.1.2	Coding Data.....	73
4.1.3	Organizing Data.....	74
4.2	Descriptive Statistics.....	74
4.2.1	Measures of Central Tendency.....	74
4.2.2	Measures of Spread.....	75
4.3	Comparing Means.....	76
4.4	<i>t</i> Tests	77
4.4.1	Independent-Samples <i>t</i> Test.....	78
4.4.2	Paired-Samples <i>t</i> Test.....	78
4.4.3	Interpretation of <i>t</i> Test Results.....	79
4.4.4	Two-Tailed <i>t</i> Tests and One-Tailed <i>t</i> Tests	80
4.5	Analysis of Variance	80
4.5.1	One-Way ANOVA.....	80
4.5.2	Factorial ANOVA.....	82
4.5.3	Repeated Measures ANOVA.....	83
4.5.4	ANOVA for Split-Plot Design.....	85
4.6	Assumptions of <i>t</i> Tests and <i>F</i> Tests.....	87
4.7	Identifying Relationships.....	88
4.7.1	Correlation	88
4.7.2	Regression.....	91

4.8	Nonparametric Statistical Tests	93
4.8.1	Chi-Squared Test.....	94
4.8.2	Other Nonparametric Tests	96
4.9	Summary	100
	References.....	103
CHAPTER 5	Surveys	105
5.1	Introduction.....	105
5.2	Benefits and Drawbacks of Surveys	106
5.3	Goals and Targeted Users for Survey Research.....	108
5.4	Probabilistic Sampling.....	109
5.4.1	Stratification.....	111
5.4.2	Response Size	112
5.4.3	Errors	113
5.5	Nonprobabilistic Sampling	113
5.5.1	Demographic Data	114
5.5.2	Oversampling.....	115
5.5.3	Random Sampling of Usage, Not Users	116
5.5.4	Self-Selected Surveys	116
5.5.5	Uninvestigated Populations	117
5.6	Developing Survey Questions.....	119
5.6.1	Open-Ended Questions	119
5.6.2	Closed-Ended Questions.....	120
5.6.3	Common Problems With Survey Questions	121
5.7	Overall Survey Structure.....	122
5.8	Existing Surveys	124
5.9	Paper or Online Surveys?.....	124
5.10	Pilot Testing the Survey Tool.....	126
5.11	Response Rate.....	128
5.12	Data Analysis	129
5.13	Summary	130
	References.....	131
CHAPTER 6	Diaries.....	135
6.1	Introduction.....	135
6.2	Why do we Use Diaries in HCI Research?.....	138
6.3	Participants for a Diary Study.....	141
6.4	What Type of Diary?.....	143
6.4.1	Feedback Diary	143
6.4.2	Elicitation Diary.....	144
6.4.3	Hybrid Feedback and Elicitation Diary	145

6.5	Data Collection for the Diary Study	145
6.6	Letting Participants Know When to Record a Diary Entry	148
6.7	Analysis of Diaries	149
6.8	Summary.....	150
	References.....	151
CHAPTER 7	Case Studies	153
7.1	Introduction.....	153
7.2	Observing Sara: A Case Study of a Case Study	154
7.3	What is a Case Study?	156
	7.3.1 In-Depth Investigation of a Small Number of Cases	156
	7.3.2 Examination in Context	157
	7.3.3 Multiple Data Sources	157
	7.3.4 Emphasis on Qualitative Data and Analysis	159
7.4	Goals of HCI Case Studies	159
	7.4.1 Exploration	160
	7.4.2 Explanation	160
	7.4.3 Description.....	162
	7.4.4 Demonstration.....	164
7.5	Types of Case Study	165
	7.5.1 Intrinsic or Instrumental	165
	7.5.2 Single Case or Multiple Cases.....	165
	7.5.3 Embedded or Holistic	169
7.6	Research Questions and Hypotheses	170
7.7	Choosing Cases.....	172
7.8	Data Collection	174
	7.8.1 Data Sources and Questions	174
	7.8.2 Collecting Data	175
7.9	Analysis and Interpretation.....	176
7.10	Writing Up the Study.....	178
7.11	Informal Case Studies.....	180
7.12	Summary.....	182
	References.....	184
CHAPTER 8	Interviews and Focus Groups	187
8.1	Introduction.....	187
8.2	Pros and Cons of Interviews	188
8.3	Applications of Interviews in HCI Research	189
	8.3.1 Initial Exploration.....	189
	8.3.2 Requirements Gathering	193
	8.3.3 Evaluation and Subjective Reactions.....	195

8.4	Who to Interview	196
8.5	Interview Strategies	198
8.5.1	How Much Structure?.....	198
8.5.2	Focused and Contextual Interviews	200
8.6	Interviews vs Focus Groups.....	204
8.7	Types of Questions.....	206
8.8	Conducting an Interview.....	210
8.8.1	Preparation.....	210
8.8.2	Recording the Responses.....	211
8.8.3	During the Interview.....	212
8.9	Electronically Mediated Interviews and Focus Groups.....	216
8.9.1	Telephone.....	217
8.9.2	Online	217
8.10	Analyzing Interview Data.....	219
8.10.1	What to Analyze.....	220
8.10.2	How to Analyze	221
8.10.3	Validity	223
8.10.4	Reporting Results.....	223
8.11	Summary.....	224
	References.....	226
CHAPTER 9	Ethnography	229
9.1	Introduction.....	229
9.2	What is Ethnography?.....	231
9.3	Ethnography in HCI.....	233
9.4	Conducting Ethnographic Research	235
9.4.1	Selecting a Site or Group of Interest.....	236
9.4.2	Participating: Choosing a Role	237
9.4.3	Building Relationships.....	241
9.4.4	Making Contact	242
9.4.5	Interviewing, Observing, Analyzing, Repeating, and Theorizing	243
9.4.6	Reporting Results.....	247
9.5	Some Examples	248
9.5.1	Home Settings.....	248
9.5.2	Work Settings.....	249
9.5.3	Educational Settings	250
9.5.4	Ethnographies of Mobile and Ubiquitous Systems	251
9.5.5	Virtual Ethnography	252
9.6	Summary.....	256
	References.....	258

CHAPTER 10 Usability Testing	263
10.1 Introduction.....	263
10.2 What is Usability Testing?.....	263
10.3 How Does Usability Testing Relate to “Traditional” Research?.....	265
10.4 Types of Usability Testing or Usability Inspections	267
10.4.1 Expert-Based Testing.....	268
10.4.2 Automated Usability Testing	270
10.5 The Process of User-Based Testing	271
10.5.1 Formative and Summative Usability Testing.....	271
10.5.2 Stages of Usability Testing	274
10.5.3 How Many Users are Sufficient?.....	275
10.5.4 Locations for Usability Testing.....	276
10.5.5 Task Lists	286
10.5.6 Measurement.....	288
10.5.7 The Usability Testing Session.....	290
10.5.8 Making Sense of the Data.....	292
10.6 Other Variations on Usability Testing.....	293
10.7 Summary.....	294
References.....	296
CHAPTER 11 Analyzing Qualitative Data	299
11.1 Introduction.....	299
11.2 Goals and Stages of Qualitative Analysis	300
11.3 Content Analysis.....	301
11.3.1 What is Content?.....	301
11.3.2 Questions to Consider Before Content Analysis	301
11.4 Analyzing Text Content	303
11.4.1 Coding Schemes	303
11.4.2 Coding the Text.....	311
11.4.3 Ensuring High-Quality Analysis.....	314
11.5 Analyzing Multimedia Content	320
11.6 Summary.....	322
References.....	325
CHAPTER 12 Automated Data Collection Methods	329
12.1 Introduction.....	329
12.2 Existing Tools	330
12.2.1 Web Logs	330
12.2.2 Stored Application Data.....	338

12.3	Activity-Logging Software	339
12.3.1	Web Proxies and Interaction Loggers	340
12.3.2	Keystroke and Activity Loggers	344
12.3.3	Interaction Recording Tools.....	345
12.4	Custom Software	346
12.4.1	Instrumented Software.....	346
12.4.2	Research Software	349
12.5	Hybrid Data Collection Methods.....	353
12.6	Data Management and Analysis	354
12.6.1	Handling Stored Data	354
12.6.2	Analyzing Log Files.....	355
12.7	Automated Interface Evaluation	358
12.8	Challenges of Computerized Data Collection	358
12.9	Summary.....	361
	References.....	365
CHAPTER 13	Measuring the Human	369
13.1	Introduction.....	369
13.2	Eye Tracking.....	370
13.2.1	Background.....	370
13.2.2	Applications	371
13.3	Motion and Position Tracking	376
13.3.1	Muscular and Skeletal Position Sensing.....	377
13.3.2	Motion Tracking for Large Displays and Virtual Environments	379
13.4	Physiological Tools.....	381
13.4.1	Physiological Data	381
13.5	Data Collection, Analysis, and Interpretation.....	386
13.5.1	Data Collection	387
13.5.2	Data Analysis	389
13.5.3	Data Interpretation	390
13.6	Examples.....	394
13.7	Summary.....	396
	References.....	399
CHAPTER 14	Online and Ubiquitous HCI Research.....	411
14.1	Introduction.....	411
14.2	Online Research.....	412
14.2.1	Observational Online Studies	412
14.2.2	Online Data Collection	414

14.2.3 Online Activity.....	416
14.2.4 Online Research Design Challenges.....	422
14.3 Human Computation.....	425
14.3.1 Introduction to Human Computation.....	425
14.3.2 Conducting Human Computation Studies	429
14.3.3 Future of Human Computation.....	435
14.4 Sensors and Ubiquitous Computing	436
14.4.1 History and Examples.....	437
14.4.2 Ubiquitous Computing Research Methods.....	439
14.5 Summary.....	441
References.....	443
CHAPTER 15 Working With Human Subjects	455
15.1 Introduction.....	455
15.2 Identifying Potential Participants.....	455
15.2.1 Which Subjects?	456
15.2.2 How Many Subjects?	458
15.2.3 Recruiting Participants.....	460
15.3 Care and Handling of Research Participants	463
15.3.1 Risks and Concerns of Research Participants.....	464
15.3.2 Protecting Privacy	468
15.3.3 Institutional Review Boards.....	469
15.3.4 Informed Consent	472
15.3.5 Respecting Participants.....	476
15.3.6 Additional Concerns	478
15.3.7 International Concerns.....	483
15.4 Human Subjects Research and the Public Trust	484
15.5 Summary.....	485
References.....	487
CHAPTER 16 Working With Research Participants With Disabilities	493
16.1 Introduction.....	493
16.2 Participants.....	495
16.2.1 Inclusion Criteria	495
16.2.2 Differing Levels of Ability.....	497
16.2.3 Recruitment of Participants With Disabilities	499
16.2.4 Communicating With People Who are Deaf or Hard of Hearing	501

16.2.5	Communicating With People With Moderate to Severe Speech Impairments.....	502
16.2.6	Proxy Users.....	503
16.3	Methodological Considerations	504
16.3.1	Small Sample Sizes.....	504
16.3.2	Distributed Research.....	505
16.3.3	In-Depth Case Studies	506
16.3.4	Consistent Technical Environment or Best Case Scenario?.....	507
16.3.5	Interventions	508
16.4	Logistics.....	508
16.4.1	Communicating With Potential Participants.....	508
16.4.2	Pilot Studies	509
16.4.3	Scheduling Data Collection Involving Users With Disabilities	510
16.4.4	Involving Participants With Cognitive Disabilities/ Intellectual Impairments	511
16.4.5	Documentation for Users With Disabilities	513
16.4.6	Bringing Extra Computer Parts.....	516
16.4.7	Payment	517
16.5	Summary	518
	References.....	520
Index		523