




Human-Computer Interaction IS4300

Prof. Timothy Bickmore




Quiz

Closed book / Closed notes
5 minutes



Requirements Analysis

- Ethnographic
 - Direct observation
 - Interview
 - Structured
 - Semi-structured
 - Unstructured / Flexible
- Questionnaires
 - Open-ended
 - Closed-ended
 - Scale
 - Likert
 - Semantic differential
 - Partially open-ended ("other")



Team Projects

Draft proposal by Thursday am!



Team Formation

- Two rounds
 - Self-organization, now-next class
 - Email is4300f12@ with your group, and project description (title + 1-3 sentences)
 - Must have 2-4 members
 - Mandated, next class-weekend
 - Instructor will make final teaming decisions
 - May involve some tweaks to self-organized group
 - Instructor will send feedback on scope
 - Next Monday – final project proposals due



Team Project Themes

- **Travel** - MBTA Train tracker, Crowdsourced bus tracking
- **Managing docs and learning** - publication interfaces (better endnote) , academic planners, math tutor for kids
- **Food** - ordering at restaurants, remote ordering, tracking fridge contents, tracking what you eat, recipe re-maker for allergies
- **Health** - jogging tracker, diet app, pill reminder, exercise coach agent
- **Music** - Redo Sibilus interface for better composition, Vocal practice app
- **Better UI** - Game console, web browsing for older adults, "dumb phones"
- **Older adults**: Web interfaces, Pill reminder/tracker, streamlined functional cell phone for older adults
- **Visualization**: Visualization of email data, food, exercise



Final Project Proposal

- Create a separate web page for your project (to link assignments to)
- 1-2 page proposal (linked to proj page)
- Email is4300f12@ccs.neu.edu
 - URL for project page
 - Names of members
 - Team name



Homework Review

UI Critique


2 Good & 2 Bad Examples...

Ethnography

The art and science of describing a group or culture.

Bronislaw Malinowski

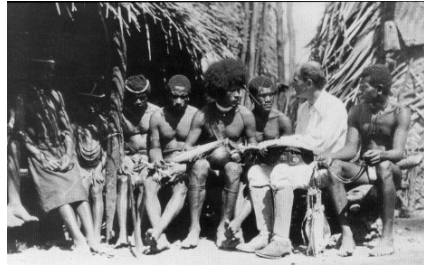
- 1914, Anthropology grad student, traveled to Papua, New Guinea
- He became stranded.
 - WWI, as a Pole from Austria-Hungary in a British controlled area, he was unable to leave.
- After a period in which he actively avoided contact with the native Trobrianders, who he considered to be "savages", Malinowski finally decided, out of loneliness, to participate in their society.
- After he did so, Malinowski learned the local language, formed close friendships with the people and is even rumoured to have fallen in love with one of the islanders.
- It was during this period that he conducted his fieldwork on Kula and produced his theories of Participant observation, which are now key to anthropological methodology



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Ethnography

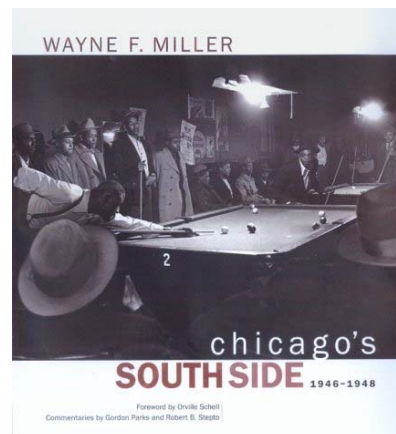
- Invented in 1915 by Bronislaw Malinowski
 - Start of cultural anthropology
 - Purpose: to become intimately familiar with a way of life by living it ("emic" perspective)
 - Method: use multiple sources of info
 - "Things are not what they seem."
 - People can't always tell you what they do.
 - To make authoritative claims about a culture you must have been there, done that.



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Ethnography

- 30's-60's focus on ordinary life
- "Chicago sociology"
- Studies of cat houses, insane asylums, jazz clubs, wine alleys, public toilets, race tracks, etc.



Lecture 1 - Introduction

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Ethnography

- Formally – the analysis, interpretation and writeup of all information to form a holistic description.
- “Triangulation” – checking one source against another
- Be aware of your own biases & preconceptions



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Ethnography

- Some fieldwork methods
 - Observation
 - 6 months – 1 year (not!)
 - Interviews
 - Formally structured
 - Semistructured
 - Informal
 - Grand tour questions

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Ethnography (Observational Study) Exercise



You have been asked to develop a website to sell eyeglass frames.

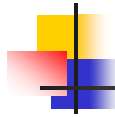
As part of your background research, you decide to do an ethnographic study of work practices in an optometrist's office, focusing on interactions between the optometrist and a salesperson.

What questions would you ask?

(Start at 7 min)



Example Studies



(b)



(d)



(f)



- Methods?
- Data?
- Findings?

Example Studies

- Methods?
- Data?
- Findings?



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Ethnography Homework 13

- Goal: idea to make student center more efficient and friendly
 - Pick a location and spend an hour people watching with a notebook and pencil.
 - Identify an activity you find interesting.
 - Watch several people do it.
 - Interview two or more about it.
 - Don't forget to obtain verbal consent!
- Write it up.
 - Be as detailed as possible.

Lecture 1 - Introduction

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To do...

- Read
 - Norman Ch 5-6-7 (Design for Errors).
 - Stone Ch 1 (HCI development process)
- Draft Project proposal
- Start I3 ethnography hw (2 weeks)