Considering Qualitative Evaluation

University of Calgary: Sheelagh Carpendale, Alice Thudt, Jo Vermeulen, Jagoda Walny
University of St. Andrews: Uta Hinrichs
Cork Institute of Technology: Trevor Hogan
Tableau: Melanie Tory
Purpose of today’s tutorial

• evaluation is essential
• evaluation is a changing research area
• new methods continue to emerge
• will focus on methods for collecting qualitative data
  – observation
  – interviewing
From today’s tutorial you will

• gain a richer understanding of the benefits and challenges of qualitative empirical research
• experience observational exercises
• experience variation in interviewing
• gain practical ideas to apply to your own gathering of qualitative data
Albert Einstein

‘Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted’
Overview

Talk 1: Setting the stage: qualitative
Talk 2: Observation as a skill
Activity 1: Practicing observation
Activity 2: Interviewing 1
Activity 3: Interviewing 2
Talk 3: Interviewing as a skill
Activity 4: Interviewing 3
Panel: open discussion
Talk 4: In summary – next step analysis
CONSIDERING QUALITATIVE EVALUATION


@QualEval

use hashtag #QualEval
introducing ourselves
Sheelagh Carpendale

- Professor, University of Calgary
- Passionate about qualitative research
- Uncountable qualitative studies in the last 20 years

Some papers on empirical research
Observation • Interviewing • Focus Groups


Trevor Hogan, Uta Hinrichs, Eva Hornecker. The Elicitation Interview Technique: Capturing People’s Experiences of Data Representations. IEEE TVCG. In print.


Trevor Hogan

Lecturer, Crawford College of Art and Design, CIT, Ireland
Describing People’s Experiences with Data

Eliciting subjective accounts of experience

Trevor Hogan, Uta Hinrichs, and Eva Hornecker. The Elicitation Interview Technique: Capturing People’s Experiences of Data Representations. IEEE TVCG (Accepted Dec 2015, in press)

Trevor Hogan, Eva Hornecker. Blending the repertory grid technique with focus groups to reveal rich design relevant insight. Proc. of DPPI’13, ACM 2013, 116-125

Alice Thudt
PhD Candidate, InnoVis Group, University of Calgary

Personal Visualization for Self-Reflection and Personal Storytelling

Understanding diversity of individual approaches to InfoVis:

- **semi-structured interviews**

- **technology probes**
Melanie Tory
Senior Research Scientist, Tableau

Interested in understanding interactive visual analysis

• Physical and digital artifact-mediated coordination in building design, M Tory, S Staub-French, BA Po, F Wu, Computer Supported Cooperative Work (CSCW) 17 (4), 311-351.
• Note-taking in co-located collaborative visual analytics: Analysis of an observational study, N Mahyar, A Sarvghad, M Tory, Information Visualization, 2012.
• Supporting communication and coordination in collaborative sensemaking, N Mahyar, M Tory
• IEEE transactions on visualization and computer graphics 20 (12), 1633-1642.
• User Studies in Visualization: A Reflection on Methods, Melanie Tory, Chapter in Handbook of Human Centric Visualization, 2014.
Jo Vermeulen
Postdoctoral Fellow, InnoVis Group, University of Calgary

Interested in addressing interaction challenges with non-traditional interactive technologies (e.g., context-aware systems)

Observing problems people experience when interacting, including issues with:

• discoverability of action possibilities
• feedback and feedforward
• understanding what technology is doing
Jagoda Walny
PhD Candidate, InnoVis Group, University of Calgary

Interested in observing everyday thinking practices (particularly sketching) to inform the design of information visualization interfaces. Variety of observation data:

- Semi-structured interviews
- Sketched artifacts
- Interactions