

Tomi

WD 305 – Ethnography in Human-Computer Interaction (4 credits)

Section 1

Semester I 2019-2020

Observation, interviewing, and other research methods used in the User Experience project life cycle. Includes cognitive walkthroughs and development of personas, scenarios, and ethnographic approaches in Human-Computer Interaction.

Course information

Class meetings	Mondays & Wednesdays, 10:00 AM – 11:50 AM, Science A224
Final exam time	Wednesday, December 18, 8:00 AM – 10:00 AM, Science A224
Instructor	Tomi Heimonen, Ph.D.
Office location	Science B235
Email	theimone@uwsp.edu
Telephone	(715) 346-2356
Communication	You are encouraged to contact me if you have any questions. For online communications, use the functionality available in Canvas when possible. When communicating via email, please add “WD 305” in the subject line.
Office hours	Monday through Thursday, 9:00 AM – 10:00 AM I have an “open door” policy – feel free to check in when I’m in my office.
Class website	Canvas will be used to distribute course materials, assignments and grades. Check it regularly to stay informed of changes to class schedules and other important announcements.
Prerequisites	WD 100 or concurrent registration.
Textbooks	The following required text will be used in this course: <ul style="list-style-type: none"> • Karen Holtzblatt & Hugh Beyer, Contextual Design: Design for Life, 2nd Edition, Elsevier. ISBN: 978-0128008942.

Important: This syllabus, along with course assignments and due dates, are subject to change. It is the student’s responsibility to check Canvas for corrections or updates to the syllabus. Any changes will be clearly noted in class, in a course announcement and/or through email.

Course description

The goal of this course is to introduce the core concepts, techniques and tools for conducting qualitative user research. After successfully completing the course, you will have familiarized with and applied key methods for:

- collecting data about the how people use interactive products as part of their everyday lives;
- analyzing qualitative user research data and presenting insights;
- turning user research insights into artifacts supporting the user experience design of an interactive product.

Course learning outcomes

Upon completing this course, you will have gained the knowledge and skills to be able to:

- select appropriate user research method(s) for a specific information need;
- design and conduct user research using a variety of observational field methods;
- analyze the collected data using appropriate method(s);

- create effective models and presentations of the findings and present the findings to the intended audience(s).

Course requirements

Completing coursework awards a maximum total of 100 points.

Specific coursework requirements and due dates will be announced in class and Canvas, along with further instructions. It is your responsibility to check Canvas for assignments and material distributed in class.

Graded activities

- **Assignments: 30 points.** Each assignment awards points towards the grade as defined in the assignment instructions.
 - Assignments are designed to help you familiarize with the concepts and practice the methods and techniques introduced in course materials.
- **Course project: 45 points.** The course project consists of several steps valued separately.
 - The course project supports you in demonstrating your competence in applying the knowledge and skills gained during class.
- **Exams and quizzes: 25 points.** Exams and quizzes will be scheduled periodically.
 - Exams and quizzes assess your ability to describe, explain and apply the key topics and concepts discussed in course materials.
 - Exams and quizzes will cover the assigned readings and class content.

Viewing grades in Canvas

Points you receive for graded activities will be posted to Canvas. Online grades are updated once a grading session has been completed – typically within 4-5 business days following the completion of an activity.

Software requirements and file storage

A smartphone with a camera and audio and video recording software is recommended.

Storage media (e.g., flash drive or external hard drive) or cloud-based storage (e.g., Microsoft OneDrive) will be useful to store and transport the files created during this course.

Grading scale

The final grades will be determined as a percentage of points earned out of 100 points according to the following scale:

Grades	Percentage	Grades	Percentage	Grades	Percentage
A	94.00% – 100.00%	B-	83.99% – 81.00%	D+	70.99% – 68.00%
A-	93.99% – 91.00%	C+	80.99% – 78.00%	D	67.99% – 64.00%
B+	90.99% – 88.00%	C	77.99% – 74.00%	F	< 64%
B	87.99% – 84.00%	C-	73.99% – 71.00%		

The instructor reserves the right to revise the grade cutoffs to be more generous if necessary, based on overall class performance.

Late policy

Coursework must be submitted by the given deadline or an extension must be requested from the instructor **before the due date**. If you know ahead of time that you will have a legitimate reason for missing a due date, contact the instructor to discuss an extension.

Coursework that is turned in late will receive a 20% reduction in points awarded. **Submissions that are more than 3 days late will receive 0 points.**

The instructor reserves the right to adjust this policy to account for extraordinary situations, such as documented illness or medical emergencies. You are required to inform the instructor as soon as possible of such situations.

Attendance

Attending class will likely be the single most important factor in determining your performance and grade in the course, so plan to attend every class. The relationship between attendance and achievement in education has been extensively documented in peer-reviewed research. **I am not able to re-teach the material to you if you are absent, but you can ask a classmate to share notes.**

- *Excused absences:* If you need to miss a class, notify the instructor via email no later than by the morning of the class meeting in question.
 - The following constitute legitimate reasons to be absent from class: religious observance, military service obligations, pregnancy, illness and medical appointments.
 - Documentation is **not required** for absences for the above reasons unless you will end up missing more than two consecutive class meetings.
- Making up missed in-class work, such as exams and assignments, is **allowed only for excused absences**. Coursework needs to be completed within 7 days of the original due date, unless otherwise agreed upon in writing with the instructor.
- In case of extenuating circumstances, such as personal or medical emergencies, you should contact the instructor as soon as possible discuss arrangements for making up missed coursework.

If you have any questions or concerns regarding the attendance policy, your first point of contact should be the instructor. If you are unable to reach the instructor, or if you are experiencing a personal or medical crisis/emergency, you should contact the Office of the Dean of Students at dos@uwsp.edu or (715) 346-2611.

Absences due to military service

You will not be penalized for class absence due to unavoidable or legitimate required military obligations, or medical appointments at a VA facility, not to exceed two (2) weeks unless special permission is granted by the instructor. You are responsible for notifying faculty members of such circumstances as far in advance as possible and for providing documentation to the Office of the Dean of Students to verify the reason for the absence. The faculty member is responsible to provide reasonable accommodations or opportunities to make up exams or other course assignments that have an impact on the course grade. For absences due to being deployed for active duty, please refer to the [Military Call-Up Instructions for Students](#).

Other policies

Submitting coursework

All coursework must be submitted **electronically through Canvas**, unless otherwise instructed.

Teamwork

Some of the coursework activities may be completed in teams of 2-3 students. Each member of the group is responsible for completing the assigned work to the best of their ability.

For each coursework activity carried out as a group, the groups are required to submit a work plan with the instructor. The work plan details the responsibilities of each group member in completing the coursework. The work plan may be used as the basis for grading and conflict resolution.

Nondiscrimination

You may be asked to review and provide feedback on the work created by your peers. When doing so, please remember that the objective is to critique the work, not the person.

It is the policy of the University of Wisconsin-Stevens Point to:

- Foster an environment of respect for the dignity and worth of all students, employees, and guests of the university; Provide an environment which is conducive to the free and open exchange of ideas; and Strive to eliminate bias, prejudice, discrimination, and harassment in all forms and manifestations.
- Discrimination based on an individual's age, race, color, religion, sex, gender identity or expression, national origin, ancestry, marital status, pregnancy, parental status, sexual orientation, disability, political affiliation, arrest or conviction record, membership in the National Guard, state defense force or any other reserve component of the military forces of the United States or this state, or other protected class status is demeaning to all students, employees, and guests; impairs the process of education; and violates individual rights.

Dropping/withdrawing from the course

It is the student's responsibility to understand when they need to consider un-enrolling from a course. Refer to the [UWSP Academic Calendar](#) for dates and deadlines for registration. After this period, a serious and compelling reason is required to drop from the course. Serious and compelling reasons include, but are not limited to, the following: documented and severe physical/mental illness/injury to the student or student's family. Please consult the instructor at the earliest opportunity to discuss the need to drop the course after the mandated deadline.

Incomplete policy

Under emergency/special circumstances, students may petition for an incomplete grade. An incomplete will only be assigned if inability to complete the coursework was due to a documented illness/injury or other circumstance beyond the student's control. All incomplete course assignments must be completed by the end of Semester II 2019-2020.

Accommodations

UWSP is committed to providing reasonable and appropriate accommodations to students with disabilities and temporary impairments. If you have a disability or acquire a condition during the semester where you need assistance, please contact the Disability and Assistive Technology Center on the 6th floor of Albertson Hall as soon as possible. DATC can be reached at (715) 346-3365 or DATC@uwsp.edu

Student academic disciplinary procedures

UWSP 14.01 Statement of principles

The board of regents, administrators, faculty, academic staff and students of the university of Wisconsin system believe that academic honesty and integrity are fundamental to the mission of higher education and of the university of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWSP 14.03 Academic misconduct subject to disciplinary action

- (1) Academic misconduct is an act in which a student:
 - a. Seeks to claim credit for the work or efforts of another without authorization or citation;
 - b. Uses unauthorized materials or fabricated data in any academic exercise;
 - c. Forges or falsifies academic documents or records;
 - d. Intentionally impedes or damages the academic work of others;
 - e. Engages in conduct aimed at making false representation of a student's academic performance; or
 - f. Assists other students in any of these acts.

- (2) Examples of academic misconduct include, but are not limited to:
- a. cheating on an examination;
 - b. collaborating with others in work to be presented, contrary to the stated rules of the course;
 - c. submitting a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another;
 - d. submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas;
 - e. stealing examinations or course materials;
 - f. submitting, if contrary to the rules of a course, work previously presented in another course;
 - g. tampering with the laboratory experiment or computer program of another student;
 - h. knowingly and intentionally assisting another student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Use of third-party content and work previously presented in another course

Specific allowances for using content created by others are explained in the coursework instructions. Standard citation and acknowledgment practices apply when using third party content, such as text, images, video, and existing research data. If in doubt, consult the instructor in advance.

Submitting work previously presented in another course is not allowed, unless approved by the instructor in writing.

Emergency preparedness

In the event of a medical emergency call 9-1-1 or use Red Emergency Phone located near B238. Help if trained and willing to do so. Guide emergency responders to victim.

In the event of a tornado warning, proceed to the lowest level interior room without window exposure in the basement of the Science building. See [floor plans](#) showing severe weather shelters on campus. Avoid wide-span structures (gyms, pools or large classrooms).

In the event of a fire alarm, evacuate the building in a calm manner. Meet at the entrance of the Health Enhancement Center across the street from the Science building. Notify instructor or emergency command personnel of any missing individuals.

Active Shooter/Code React – Run/Escape, Hide, Fight. If trapped hide, lock doors, turn off lights, spread out and remain quiet. Call 9-1-1 when it is safe to do so. Follow instructions of emergency responders. See [UW-Stevens Point Emergency Procedures](#) for details on all emergency response at UWSP.

Tentative class schedule

Important Note: This schedule is subject to change. Refer to Canvas for specific due dates for coursework. If you have any questions, please contact the instructor.

Week	Topics	Coursework due
01	Introduction <ul style="list-style-type: none"> Syllabus review Review of course content and schedule 	
02	Overview of qualitative research paradigms and strategies <ul style="list-style-type: none"> Research paradigms Research strategies 	📄 Assignment 1: Identify project topic ideas
03	Overview of qualitative research methods <ul style="list-style-type: none"> Observation Autoethnography 	
04	Overview of qualitative research methods <ul style="list-style-type: none"> Semi-structured interviews Focus groups 	📄 Assignment 2: Observation exercise
05	Overview of qualitative research methods <ul style="list-style-type: none"> Diary studies User experience probes 	✍ Quiz 1 (Canvas)
06	Study planning <ul style="list-style-type: none"> Resources and constraints Ethics and informed consent Controlling bias 	📄 Assignment 3: Diary study exercise
07	Recruitment and sampling	📄 Assignment 4: IRB training
08	Data gathering	✍ Midterm exam (Canvas)
09	Field work: Contextual Inquiry	📄 Project: Study plan draft
10	Data analysis <ul style="list-style-type: none"> Affinity diagramming 	
11	Data analysis <ul style="list-style-type: none"> Data coding Thematic analysis 	📄 Assignment 5: Affinity diagramming
12	Quality control <ul style="list-style-type: none"> Building quality into the process Validation approaches 	📄 Project: First pass analysis – findings draft ✍ Quiz 2 (Canvas)
13	Documenting and visualizing the findings <ul style="list-style-type: none"> Empathy mapping Customer journey maps Experience mapping 	📄 Assignment 6: Mapping the findings
14	Summary & work time	
15	Work time	📄 Project presentations
16	Final exam period	✍ Final exam (Canvas)