

Quantitative Studies in UX - course description

| General information | |
|---------------------|--|
| Course name | Quantitative Studies in UX |
| Course ID | 14.2-WP-SOCDA-BIUX |
| Faculty | Faculty of Social Sciences |
| Field of study | Sociology |
| Education profile | academic |
| Level of studies | Second-cycle studies leading to MS degree |
| Beginning semester | winter term 2020/2021 |

| Course information | |
|---------------------|---|
| Semester | 4 |
| ECTS credits to win | 4 |
| Course type | obligatory |
| Teaching language | polish |
| Author of syllabus | <ul style="list-style-type: none">dr hab. Dorota Szaban, prof. UZ |

| Classes forms | | | | | |
|----------------|--------------------------------|----------------------------|--------------------------------|----------------------------|--------------------|
| The class form | Hours per semester (full-time) | Hours per week (full-time) | Hours per semester (part-time) | Hours per week (part-time) | Form of assignment |
| Class | 30 | 2 | - | - | Credit with grade |

Aim of the course

The aim of the course is to familiarize students with the methods and techniques of quantitative research that can be used in the design of activities in the field of User Experience.

Prerequisites

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Scope

1. The specificity of quantitative empirical research for IT needs.
2. The role of research in individual stages of the design process:
 - a) initial testing of needs
 - b) evaluation studies
 - c) tests with users
3. Overview of the most important UX quantitative research methods and methodologies
 - a) questionnaire interviews
 - b) observations
 - c) tests with users
 - d) desk research
 - e) Benchmarking
4. Quantitative analysis
5. Development of research results

Teaching methods

Work workshop, group work, discussions, presentations

Learning outcomes and methods of theirs verification

| Outcome description | Outcome symbols | Methods of verification | The class form |
|---|---|--|---|
| The student is prepared to initiate and participate actively in the implementation of social projects resulting from the need to solve social problems, and in case of difficulties, get the help of experts. | <ul style="list-style-type: none">K_K03 | <ul style="list-style-type: none">Group work | <ul style="list-style-type: none">Class |

| Outcome description | Outcome symbols | Methods of verification | The class form |
|---|-------------------------|-------------------------|----------------|
| The student is able to initiate, plan, organize and manage the work of a small task force. | • K_U07 | • Group work | • Class |
| The student has in-depth knowledge of selected methods and techniques of social research, their specificity, limitations and areas of application. | • K_W07 | • Group work | • Class |
| The student knows how to plan and implement complex quantitative and qualitative empirical studies; is aware of the consequences of the methodological choices and knows how to interpret the results obtained. | • K_W08 | • Group work | • Class |

Assignment conditions

Group work involving the preparation of a quantitative research project in the UX range.

Recommended reading

1. Babbie E. The practice of social research, 13th edition.
2. Creswell J. W. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition 4th Edition.
3. Gerring J. (2017), Case Study Research. Principles and Practices Cambridge University Press.
4. Kuniavsky M., Goodman E., Moed A. – „Observing the User Experience: A Practitioner’s Guide to User Research”
5. Plano Clark, V. L., Creswell, J. W., The Mixed Methods Reader, SAGE Publication, Los Angeles, 2008; rozd. 1, 7, 9.

Further reading

1. Payne G., & Payne J. (2004), Key concepts in social research. Sage.
2. Terre Blanche M. T., Terre Blanche M. J. T., Durrheim K., Painter D. (2006), Research in Practice: Applied Methods for the Social Sciences, Juta and Company Ltd.,
3. Bazuń D. (2016), The participation of social scientists in revival diagnoses and consultations, [in:] Rocznik Lubuski: Good Connections. Trust, cooperation and education in the mirror of social sciences .- 2016, volume 2, part. 2a, p. 125–135,
4. Nyckowiak J. (2014), Construction and Use of a Relational Database to Analyze the Careers of Professional Politicians in Poland, 1985–2007, [in] Ask. Vol. 23 (1, 2014): 115–134.
5. Stier Adler E., Clark R. (2008), How It’s Done. An Invitation to Social Research, 2008
6. International Journal of Sociology 42(4): Sociodemographic Differentiation in a Dynamic Perspective: The Polish Panel Survey, POLPAN 1988–2008., 2013.
7. International Journal of Sociology 42(1): Structural Constraints, Gender, and Images of Inequality: The Polish Panel Survey, POLPAN 1988-2008.
8. Europeans' Understandings and Evaluations of Democracy: Topline Results from Round 6 of the European Social Survey
9. Trust in Justice: Topline Results from Round 5 of the European Social Survey
10. Additional materials prepared by the teacher.

Notes

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Modified by dr Tomasz Kołodziej (last modification: 24-04-2020 17:06)

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