Qualitative Studies in UX - course description

General information

Course name	Qualitative Studies in UX
Course ID	14.2-WP-SOCDA-BJUX
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	• 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 qualitative 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 qualitative empirical research for the needs of IT.
2. The role of qualitative research in individual stages of the design process:

- initial testing of needs
- evaluation studies
- tests with users

1. Review of the most important methods and methodologies of UX qualitative research
2. In-depth interviews
3. Participatory observations
4. Focus studies
5. Heuristic analysis
6. Qualitative analysis
7. Development of test 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 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
The student is able to initiate, plan, organize and manage the work of a small task group.	• K_U07	• Group work	• Class
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.	• K_K03	• 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

Assignment conditions

Group work involving the preparation of a qualitative research project in the field of UX.

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. Davidson J. (2005), Evaluation Methodology Basics. Sage Publications.
4. Douglas H. (2012), Visual Sociology, Taylor & Francis.
5. Gerring J. (2017), Case Study Research. Principles and Practices Cambridge University Press.
6. Knowles C., Sweetman P. (2004), Picturing the Social Landscape: Visual Methods and the Sociological Imagination, Routledge London New York.
7. Nahm S. (2015), Unexpected Spaces, Topics and Methods, The New School for Public Engagement USA.
8. Kuniavsky M., Goodman E., Moed A.– „Observing the User Experience: A Practitioner's Guide to User Research"
9. Plano Clark, V. L., Creswell, J. W., The Mixed Methods Reader, SAGE Publication, Los Angeles, 2008; rozdz. 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. Wheeldon J., Ahlberg M. W.(2011), Visualizing Social Science Research, Sage publ.
4. Bazuń D. (2016),The parcitipation of social sientists 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,
5. Bazuń D. (2016), The Danish model of participatory revitalization, [in:] The Social Innovation Online Journal .- 2016, Vol. 8, no. 2, -http://www.inovatiasociala.ro/the-danish-model-of-participatory-revitalization/ (access: 6.12.2017)
6. Kwiatkowski M. (2016), Exploratory walks as an example of networking research, [in:] Good Connections. Trust, cooperation and education in the mirror of social sciences .- 2016, vol.2, part 2a, p. 137--148,
7. Nyćkowiak 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.
8. Stier Adler E., Clark R. (2008), How It's Done. An Invitation to Social Research, 2008
9. International Journal of Sociology 46(4): Analyzing Social Change: The Polish Panel Survey, POLPAN 1988-2013., 2016.
10. International Journal of Sociology 42(4): Sociodemographic Differentiation in a Dynamic Perspective: The Polish Panel Survey, POLPAN 1988–2008., 2013.
11. International Journal of Sociology 42(1): Structural Constraints, Gender, and Images of Inequality: The Polish Panel Survey, POLPAN 1988-2008.
12. Europeans' Understandings and Evaluations of Democracy: Topline Results from Round 6 of the European Social Survey.
13. Trust in Justice: Topline Results from Round 5 of the European Social Survey.
14. Additional materials prepared by the teacher.

Notes

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Modified by dr Tomasz Kołodziej (last modification: 16-04-2020 09:50)

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