

Qualitative Studies in UX - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Qualitative Studies in UX
Kod przedmiotu	14.2-WP-SOCDA-BJUX
Wydział	Wydział Nauk Społecznych
Kierunek	Sociology
Profil	ogólnoakademicki
Rodzaj studiów	drugiego stopnia z tyt. magistra
Semestr rozpoczęcia	semestr zimowy 2021/2022

Informacje o przedmiocie	
Semestr	4
Liczba punktów ECTS do zdobycia	4
Typ przedmiotu	obowiązkowy
Język nauczania	polski
Sylabus opracował	dr hab. Dorota Szaban, prof. UZ

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Ćwiczenia	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

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.

Wymagania wstępne

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Zakres tematyczny

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

Metody kształcenia

Work workshop, group work, discussions, presentations

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
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	• Ćwiczenia
The student is able to initiate, plan, organize and manage the work of a small task group.	• K_U07	• Group work	• Ćwiczenia
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	• Ćwiczenia

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
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	• Ćwiczenia

Warunki zaliczenia

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

Literatura podstawowa

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.

Literatura uzupełniająca

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 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,
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.

Uwagi

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Zmodyfikowane przez dr Tomasz Kołodziej (ostatnia modyfikacja: 09-04-2021 12:20)

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