

ID	717
Curricular Unit	Search users with
Regent	Teresa Margarida Crato Patrone de Abreu Cotrim
Learning Outcomes	<p>Understand the principles and master the concepts inherent in the selection of key research methods user-centered systems.</p> <p>Knowing the characteristics of the main research methods focused on users.</p> <p>Know and apply the criteria for the construction, development and application of instruments to operationalize each of the methods. Learn to recognize the criteria of validity and reliability in the selection process of the methods from the perspective of research focused on the users system. Learn to Draw a research protocol focused on users articulating the necessary methods.</p>
Syllabus	<p>Introduction to research methods user centered.</p> <p>Observational methods user-focused: Characteristics of observation; Ethnographic observation; Levels of intrusiveness; Categories observable; Description of activity observed.</p> <p>Questionnaires: Phases of development and planning of a questionnaire; Wording of the items; Construction of response scales.</p> <p>Interviews and content analysis: methodological conditions to opt for the interviews; Types of interviews; Construction of the interview guide from the perspective of user-centered research; Phases of content analysis (Pre-analysis, exploration of the material; Treatment of results).</p> <p>Verbal protocols: Methodological conditions for application of verbal protocols; Planning stages of verbal protocols; Analysis of the records.</p> <p>Focus Groups: Concepts and objectives of the focus groups; Steps for planning the focus groups; Conducting sessions</p>
Evaluation	<p>Review: The model of continuous assessment is the presentation and discussion, written and oral reporting practices and chips at a frequency to be held during the semester. The model for the final assessment consists of a final exam that integrates theoretical, theoretical and practical components of the course.</p> <p>In any of these models, the theoretical component has a weighting of 60% and 40% practical component in determining the final grade .</p>

Bibliography

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Bardin, Laurence (1977), Content Analysis, Issues 70, Lisbon.

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Kruger and Casey (2009), Focus Groups: A practical guide for applied research, Sage Publications.

Blomberg and Burrell (2009), An Ethnographic approach to design, Taylor and Francis.

Sonderegger and Sauer (2013). The influence of socio-cultural background and product value in usability testing. Applied Ergonomics, 44, 341-349.

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