IAT 834 Mixed Methods in Design Evaluation
Research Design Weekly Assignment 8
Assignment: Qualitative Methods
Read: Creswell chapter on Qualitative Methods
Due: Sunday

Based on your mixed methods design and to the best of your ability at this time …

1. Design and write up a 1-2 page plan for the procedures to be used in an interview and/or observational study as per Creswell. Review the checklist after you write the section to determine if all components have been addressed.

If your study mixes at a methodological level, then combine Assignment 7 and 8 with clear articulation of quantitative and qualitative components and how the mixing works. However, if you use one or more qualitative methodologies and the mixing occurs in data, analysis, interpretation, then you should do this assignment. You can make notes where quantitative elements will fit in, and add details in Assignment 7 referring to Assignment 8 (or visa versa).

2. If you can … Create a chart that relates any qualitative measures* to specific research questions as follows:

Research Questions	Factors of interest	Constructs	Data collection method	Data Specifics: Question asked or Behaviors looked for … (if you know in advance)	Data type*	Analysis method (if you know this)
1.0 How do users respond to the adaptive system?	Adaptive Story Telling System w/ three types of recommendation options Task: Go through story from beginning to end.	Responses to system	System Logs	SL1. Did they listen to the recommender's advice? SL2. How frequently did they choose one of the three options? SL3. What was the distribution across the three types of recommendations? Sl4. Did they favour one over the other?	Yes/no = binary numeric data, Frequency Count = numeric, interval data Favourite = Freq for each category (numeric, interval data)	Descriptive statistics on numeric data
1.1 Do they find it usable and enjoyable?	Adaptive Story Telling System	1. Usable 2. Enjoyable	Questionnaire	Q1 [usable]. Was the system easy to use? If so, describe _____. Q2 [usable]. Was the system was hard to use? If so, describe _____ Q3. [enjoy] Was the system was enjoyable to use? If so, describe _____. Q4 [enjoy] Was the system was confusing to use? If so, describe _____.	Written words	Two researchers review and group common patterns of responses in written data.

1.2 What actions do they take with the system?	Same	Actions taken	Video and Notes of Observed Behaviours	Emergent – don't yet know	Video And Notes	Two researchers review and group common patterns of actions in video data. Start w/ Notes

*In this example, data is both qual and quant – you can make a single table for Assignment 7 and 8 if that makes sense (for concurrent parallel or embedded designs)