Assignment 2: Qualitative methods
Reuse your individual, HCI related research issue from assignment 1. You will interpret it for a qualitative analysis in this second assignment.

Formalities:
• Deadline: 7.10.2018, 23:59
• Length of response: 4-5 pages (1600-2000 words). This word count does not include supplementary material (diary template, survey questionnaire, and/or interview guide) that must be included as appendix.
• The response must be submitted as a single pdf document and the filename must include your student-id.

Introduction
The purpose of this assignment is to develop a protocol for a qualitative study. To do this, you must respond to all of the questions in part I, II, and III.

Notice: The purpose of this assignment is to describe and discuss your study design thoroughly. You are not asked to conduct the study in practice.

Part I: Research approach (app. 1-2 pages)
(1) Investigate the research topic that you developed in assignment 1 using the matrix. Consider how a qualitative study can contribute to your understanding of the research issue. Describe the overall purpose of conducting a qualitative study.

Example: How do smartphone users experience different types of input validation (e.g. predictive text algorithms, autocorrect, or no help)? Is their preferences dependent on the specific use situation, or other contextual factors?

(2) Formulate a qualitative research question that you wish to investigate.

(3) Describe which qualitative approach you apply to investigate the research question and your reasons for choosing this. You can choose between either conducting an ethnographic study or a case study. Describe your overall approach and provide reasons for your decisions.
   a. For an ethnographic study, you can for instance describe and discuss the overall characteristics of an ethnographic approach, what role you intend to take as an ethnographer, how you plan to get access, and what practical considerations you have.
   b. For a case study you can for instance describe and discuss if you plan on conducting a single or multiple case study, and if you plan to make it intrinsic or instrumental, or embedded or holistic.
Part II: Data collection methods (app. 2 pages)

(4) Describe your plan for data collection. You can choose one or a combination of the following data collection techniques: Diaries, observations, surveys, interviews, and focus groups. Depending on the data collection techniques you apply, answer the following questions:

a. **Diaries:**
   i. What type of diary do you apply? Describe this type of diary and discuss why you have chosen this particular type.
   ii. Develop and present the template for your diary. Describe the reasons for the design of your diary template.
   iii. Describe how you practically intend to carry out the diary study, including how the diary is distributed, how respondents are sampled, and the number of respondents you intend to include. Provide reasons for these decisions.

b. **Surveys:**
   i. What type of survey do you apply? Describe this type of survey and argue why you have chosen this.
   ii. Develop and present your questionnaire. Describe the reasons for the content and types of questions that you have decided to include.
   iii. Describe how you practically intend to carry out the survey, including how the survey is distributed, how respondents are sampled, and the number of respondents you intend to include. Provide sound reasons for these decisions.

c. **Interviews:**
   i. What type of interview do you apply? Describe this type of interview, and argue why you have chosen this.
   ii. Develop and present the interview guide for the study. Describe the reasons for the content and specific types of questions that you have decided to include.
   iii. Describe how you practically intend to carry out the interview study, including how the interviews will take place, how respondents are sampled, and the number of respondents you intend to include. Provide sound reasons for these decisions.

d. **Observations:**
   i. What type of observation do you apply? Describe this type of observation and argue why you have chosen this.
   ii. Describe what you in particular intend to focus your observation on, and if needed, develop and present your observation guide. Furthermore, describe which role you will take as an observer, why, and which ethical considerations you have regarding your level of participation.
   iii. Describe how you practically intend to carry out the observation study, including where and how the observation will take place, and how participants are sampled. Provide sound reasons for these decisions.
Part III: Discussion and reflections (app. 1 page)

(5) Discuss the approach and study design you have selected. You can for instance cover the following topics:
   a. What are the advantages and disadvantages of your study design?
   b. To what extend do you expect that your study will provide insights into your research topic? Do you see any significant limitations or important knowledge that can only be produced using different research approaches?
   c. What are your ethical considerations about the study? Are there any specific precautions to be made and have this affected the decisions you have made in your study design?