

# Methodology: Field Study

	Exemplary 4	Proficient 3	Marginal 2	Unacceptable 1
Choice of a Field Setting - ( <i>What setting did we choose to ensure an authentic field study?</i> )	The researchers do an excellent job at balancing between <b>convenience</b> (how easy is the access for all parties involved) and <b>generalizability</b> (how accurate will the results be).	The researchers attempt to balance between convenience and generalizability but <b>ONE</b> aspect of the field study choice isn't justified.	The researchers attempt to balance between convenience and generalizability but <b>TWO</b> aspects of the field study choice aren't justified.	The researchers choose a setting that's <b>NEITHER</b> convenient <b>NOR</b> generalizable.
Defining Goals of the Field Study - ( <i>What are we trying to achieve?</i> )	The researchers clearly define the goals of their field study i.e. setting clear expectations for (i) <b>will people use this prototype?</b> (ii) <b>if they do, will they benefit from it?</b>	The researchers define the goals of their field study but <b>ONE</b> aspect of the goals isn't clearly communicated.	The researchers define the goals of their field study but <b>TWO</b> or more aspects of the goals aren't clearly communicated.	The researchers do <b>NOT</b> make any attempt to set goals that would guide their field deployment.
Recruiting Participants - ( <i>Who will we make observations on?</i> )	The researchers make a commendable effort at selecting participants that are <b>representative of their target audience</b> .  The researchers clearly communicate the <b>requirements</b> to the participants and ensure they have the <b>participant's permission</b> to record observations. <b>Ethical</b> .	The researchers <b>overlooked ONE feature</b> while recruiting participants resulting in an inadequately stratified sample.  <b>ONE</b> of the requirements is not clearly communicated, potentially causing inconvenience to the participants.  Required permissions are obtained.	The researchers <b>overlooked SEVERAL features</b> while recruiting participants resulting in an inadequately stratified sample.  <b>SEVERAL</b> requirements are not clearly communicated, potentially causing inconvenience to the participants.  Required permissions are obtained.	The researchers do <b>NOT</b> make any attempt to obtain a stratified sample.  The researchers do <b>NOT</b> establish clear communication with the participants.  Required permissions are <b>NOT</b> obtained hence unethical.

<p>Data Collection Design - (<i>What are we measuring? How are we measuring it?</i>)</p>	<p>The researchers clearly state <b>what</b> they intend to measure and <b>how</b>.</p> <p>The researchers clearly discern between the <b>qualitative and the quantitative</b> measurements they're recording.</p> <p>The researchers have designed an <b>iterative data collection system</b> to save resources.</p>	<p>The researchers state what they intend to measure and how.</p> <p>The researchers clearly discern between the qualitative and the quantitative measurements they're recording.</p> <p>The researchers <b>have NOT</b> designed an iterative data collection system and are at risk of wasting resources.</p>	<p>The researchers state what they intend to measure and how.</p> <p>The researchers <b>have NOT</b> distinguished between the qualitative and the quantitative measurements they're recording.</p> <p>The researchers <b>have NOT</b> designed an iterative data collection system and are at risk of wasting resources.</p>	<p>The researchers <b>fail to articulate</b> what they intend to measure and how.</p> <p>The researchers <b>have NOT</b> distinguished between the qualitative and the quantitative measurements they're recording.</p> <p>The researchers <b>have NOT</b> designed an iterative data collection system and are at risk of wasting resources.</p>
<p>Conducting the Field Study - (<i>How well did we conduct the study?</i>)</p>	<p>The researchers <b>transparently</b> describe ways in which the <b>field study may have evolved</b> in response to real-world events in the setting.</p> <p>The researchers show a clear attempt to build a <b>robust infrastructure</b> that the participants would use.</p> <p>The researchers show flexibility to alter the methods or the infrastructure as they learn new things during the study.</p>	<p>The researchers describe ways in which the field study may have evolved in response to real-world events in the setting.</p> <p>The researchers show an attempt to build a robust infrastructure that the participants would use.</p> <p>The researchers <b>DO NOT</b> show flexibility to alter the methods or the infrastructure as they learn new things during the study.</p>	<p>The researchers describe ways in which the field study may have evolved in response to real-world events in the setting.</p> <p>The researchers <b>DO NOT</b> show an attempt to build a robust infrastructure that the participants would use.</p> <p>The researchers <b>DO NOT</b> show flexibility to alter the methods or the infrastructure as they learn new things during the study.</p>	<p>The researchers <b>DO NOT</b> describe ways in which the field study may have evolved in response to real-world events in the setting.</p> <p>The researchers <b>DO NOT</b> show an attempt to build a robust infrastructure that the participants would use.</p> <p>The researchers <b>DO NOT</b> show flexibility to alter the methods or the infrastructure as they learn new things during the study.</p>

<p>Ending the Field Study - (<i>Do we conclude the deployment in a manner that is ethical and respects all the stakeholders?</i>)</p>	<p>The researchers <b>clearly state the reasons</b> for ending the field study.</p> <p>The researchers <b>ensured the participants won't be at a disadvantage</b> following the discontinuation.</p>	<p>The researchers state the reasons for ending the field study.</p> <p>The researchers <b>missed ONE way</b> in which the participants may be at a disadvantage following the discontinuation.</p>	<p>The researchers state the reasons for ending the field study.</p> <p>The researchers <b>missed SEVERAL ways</b> in which the participants may be at a disadvantage following the discontinuation.</p>	<p>The researchers <b>DO NOT</b> state the reasons for ending the field study.</p> <p>The researchers <b>showed no concern for the participants</b> (and other stakeholders) following the discontinuation.</p>
<p>Data Analysis - (<i>Do we draw statistically significant conclusions from the field study and follow appropriate methods?</i>)</p>	<p>The researchers clearly articulate all the steps involved in the data analysis i.e. <b>data collection, data cleaning, qualitative analysis, quantitative analysis, and the strengths/weaknesses of their methods.</b></p>	<p>The researchers state <b>MOST</b> of the steps involved in the data analysis i.e. data collection, data cleaning, qualitative analysis, quantitative analysis, and the strengths/weaknesses of their methods.</p>	<p>The researchers only state a <b>FEW</b> of the steps involved in the data analysis i.e. data collection, data cleaning, qualitative analysis, quantitative analysis, and the strengths/weaknesses of their methods.</p>	<p>The researchers state <b>NONE</b> of the steps involved in the data analysis i.e. data collection, data cleaning, qualitative analysis, quantitative analysis, and the strengths/weaknesses of their methods.</p>