### Interpretive Evaluation

- Recent trend away from experiments
  - Laboratory too artificial
  - Experimental tasks too artificial
  - Cannot control all variables
  - Not valuing users’ ideas
- Towards subjective evaluation
  - Researcher immerses in work context
  - Users participate in setting objectives, carrying out and interpreting evaluation
- Accompanied by shift in world view
  - Reality is subjective

### Ethnography

- From Anthropology and Sociology
- Researcher immerses in situation
- Role is to learn about subjects from their point of view
- Wide range of methods and data sources
- Video plays an important role in HCI

### Various Methodologies

- Contextual Inquiry
- Cooperative Evaluation
- Participative Evaluation

* I don’t think that you need to tell these apart — let’s just look at the methods and consider their value

### Contextual Interview

- Open discussion of any relevant concerns
- Reviewed on video
- Attend to
  - Work practices implied by language used
  - Individual and group intentions
  - Culture affecting the work
  - Implicit as well as explicit knowledge
- Customers can guide the interpretation
Other Evaluation Strategies

- Users involved in both design and evaluation
- Accessible low fidelity mockups
- Focus groups / round table discussion
- Early prototyping
- Prototypes robust enough for users to conduct their own evaluation