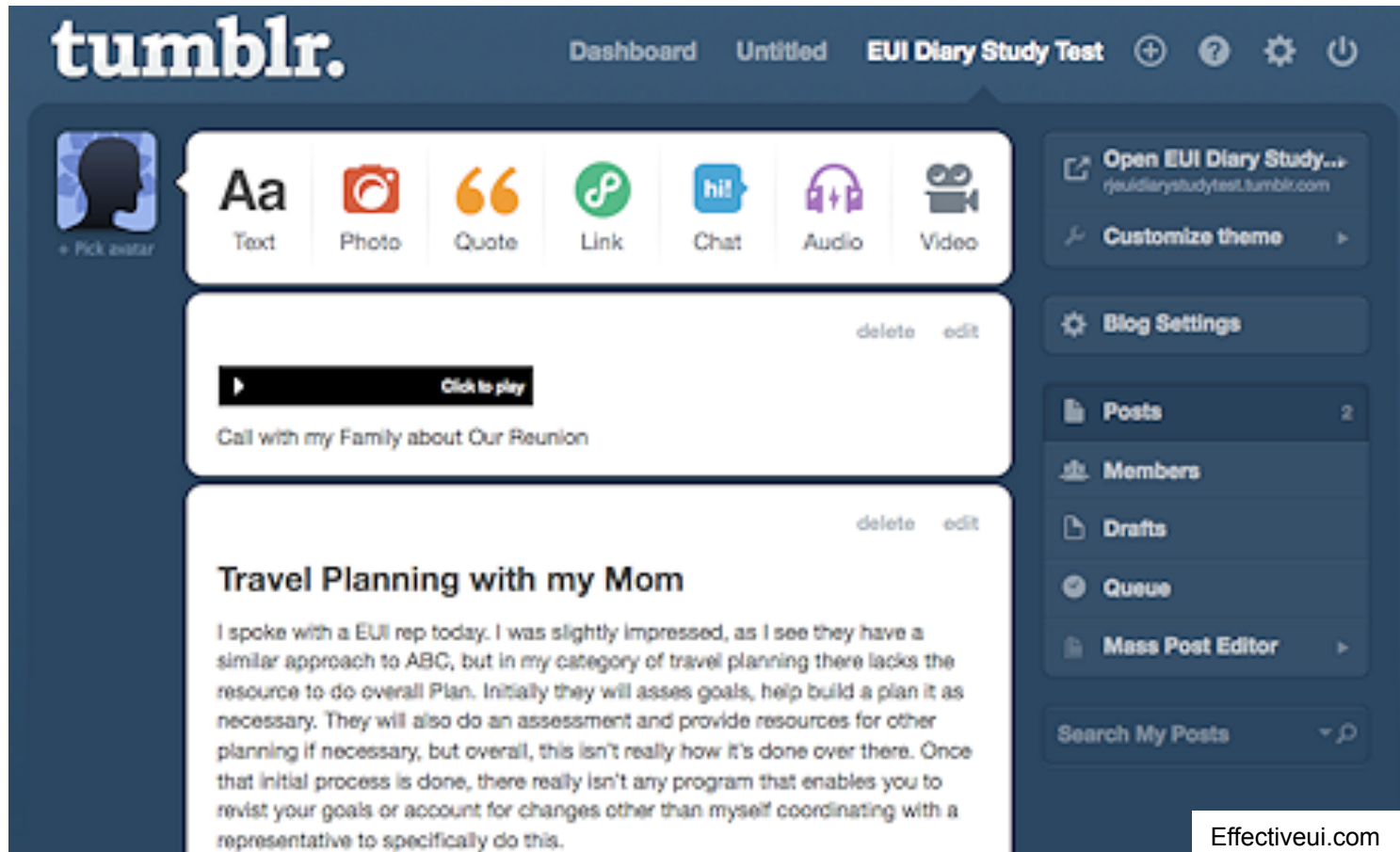


I214 Diary studies

February 26, 2013

What is a diary study?

Participants collect data about events in-situ, *as they happen*



The image shows a screenshot of the Tumblr dashboard for a user named "EUI Diary Study Test". The dashboard is dark blue and features a top navigation bar with the Tumblr logo, "Dashboard", "Untitled", and "EUI Diary Study Test" (with a plus icon). Below the navigation bar is a profile section with a silhouette avatar and a "+ Pick avatar" link. The main content area is divided into two sections. The first section is a post editor with a toolbar containing icons for Text (Aa), Photo, Quote, Link, Chat, Audio, and Video. Below the toolbar is a text input field with a "Click to play" button and the text "Call with my Family about Our Reunion". The second section is a text post titled "Travel Planning with my Mom" with the following content: "I spoke with a EUI rep today. I was slightly impressed, as I see they have a similar approach to ABC, but in my category of travel planning there lacks the resource to do overall Plan. Initially they will asses goals, help build a plan it as necessary. They will also do an assessment and provide resources for other planning if necessary, but overall, this isn't really how it's done over there. Once that initial process is done, there really isn't any program that enables you to revisit your goals or account for changes other than myself coordinating with a representative to specifically do this." The right sidebar contains a list of navigation options: "Open EUI Diary Study..." (with a link to r/euidiarystudytest.tumblr.com), "Customize theme", "Blog Settings", "Posts" (2), "Members", "Drafts", "Queue", "Mass Post Editor", and "Search My Posts". The Effectiveui.com logo is visible in the bottom right corner.

Types of diary studies

Unstructured

participants report on everyday activities

elicits general themes

Structured

participants report on everyday activities

answers more specific questions

Usability test

participants complete specific tasks and report on results

structured comparison of task performance

Problem report

participants report on everyday activities

identifies bugs/experience problems





Figure 2. A postcard ("what is your favorite device?")

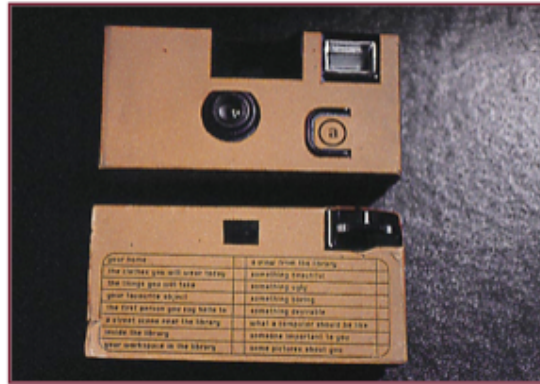


Figure 4. Camera

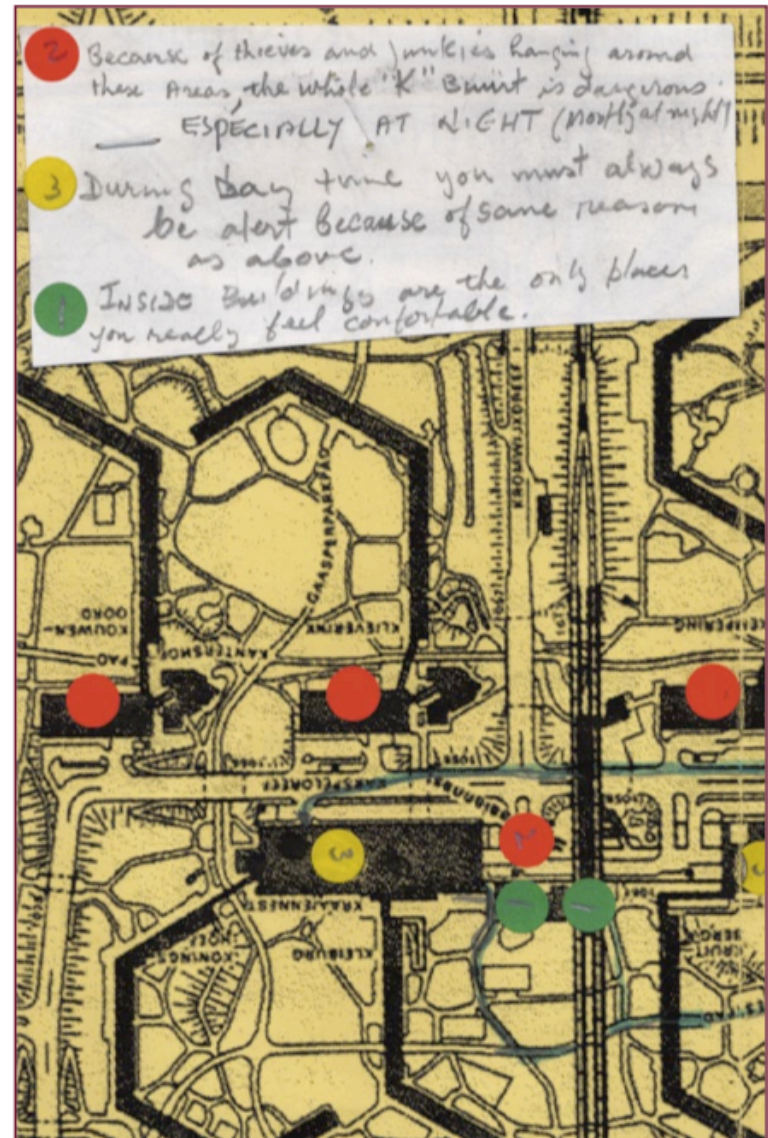


Figure 7. A returned map showing zones of safety and fear in the Bijlmer.

* Probes

Cultural probes

associative, interpretively ambiguous, inspirational, subversive

And other types:

technology probes, urban probes, mobile probes, domestic probes, value probes....

... as **packet** of material artifacts

...as empirical **data collection**

...as **participatory** input into design

...as motivating **sensibility**

Gaver, Dunne, Pacenti, 1999

Diary study elements

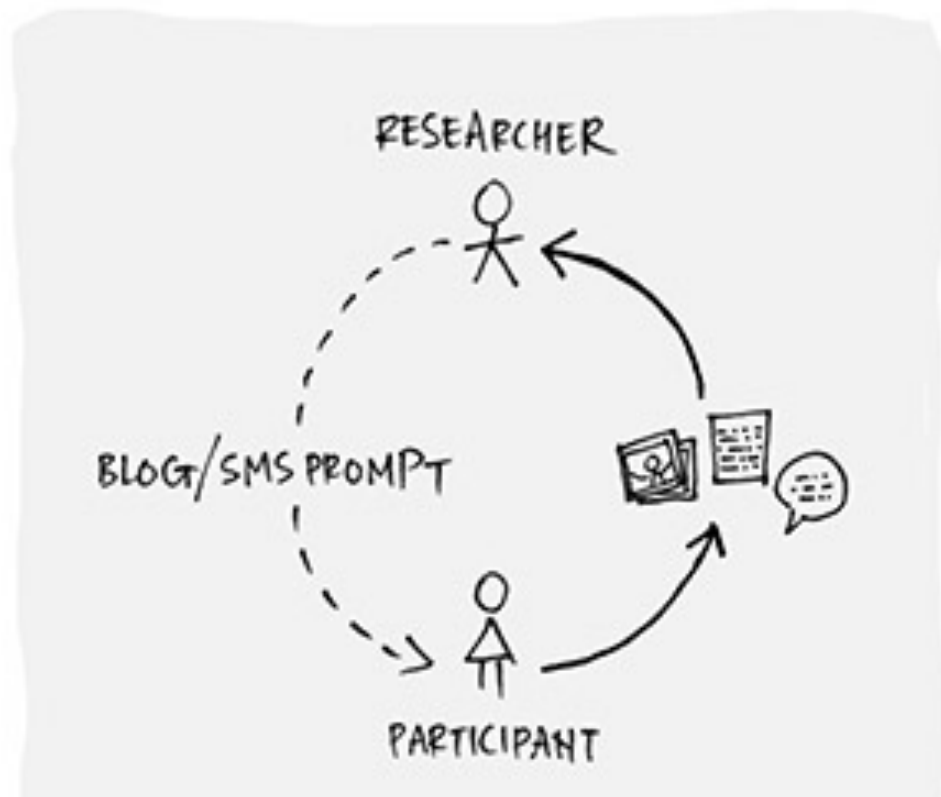
Feedback

Researchers collect repeated responses to a set of standard questions

Elicitation

Capturing media to prompt discussion

Carter, S., & Mankoff, J. (2005). When participants do the capturing: the role of media in diary studies.



Penny Hagen and Natalie Rowland
<http://johnnyholland.org/2010/07/mobile-diaries-discovering-daily-life/>

Data collection tools

Survey-style forms

online or paper

Photographs / Video

digital or disposable film camera, phone

Creative making exercise

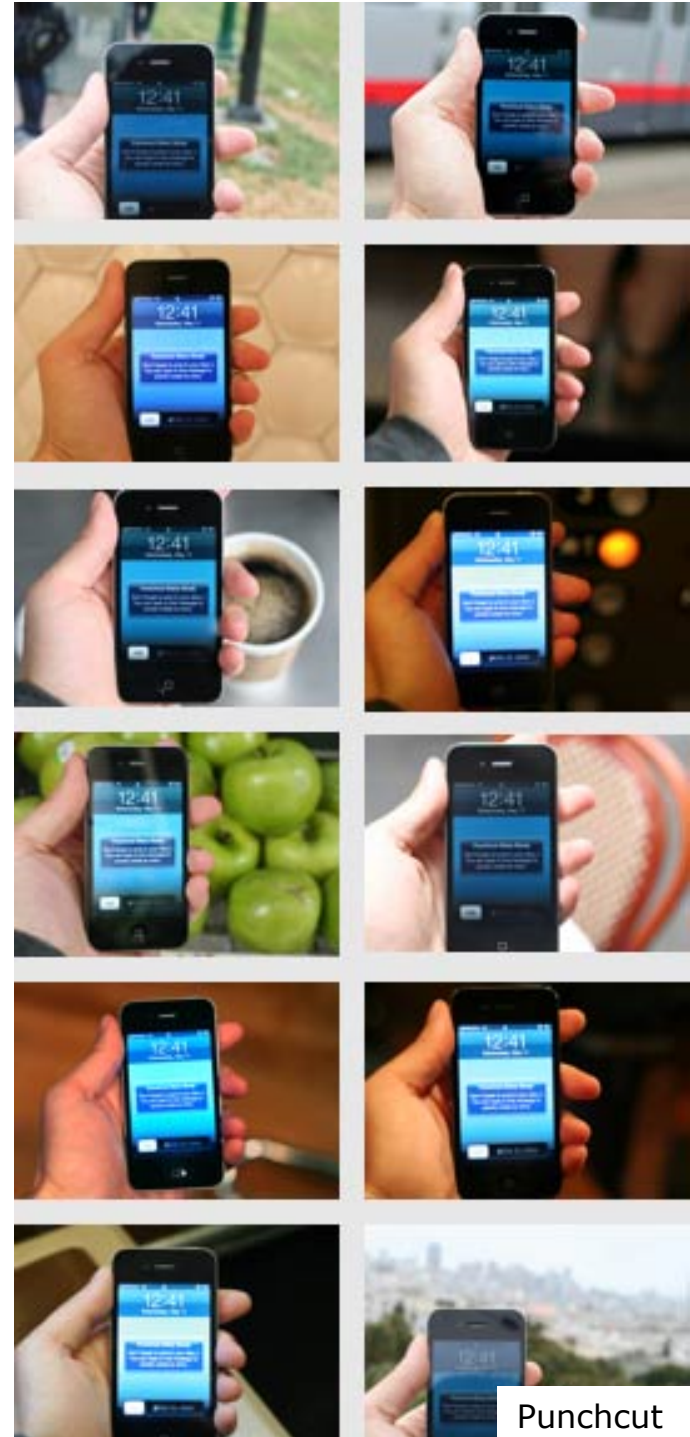
Paper collage, map-making, drawing

Audio recording

handheld recorder,
mobile phone

Aggregating data online

Mobile and desktop blogging tools
(text, audio, and video)



Punchcut



UC Berkeley School of Information

my diary

day
activity



activity 3

*Tell us the story
of today's
experiences
watching, reading,
listening to things
and playing games*

step 1 As your day begins to wind down, think about the experiences you had Watching, Reading, Listening to things and Playing games.

step 2 On the next page, catalog the things you used, the places you were at and the people who were involved in those experiences.

step 3 Sketch out the story of your day's experiences on the squiggly timeline. Some obvious things to show are:

- > What you did
- > What you used
- > Where you were

But we are most interested in the **Why** and **How** behind those things, so whenever appropriate, include details like:

- > Why you were doing those things
- > Why you were using those things
- > How you were feeling
- > What you were thinking

Feel free to draw pictures, use different colored pens ...-anything that helps you bring your story to life! This is YOUR story, so there's no wrong way to express it.

step 4 Using your video camera, tell us the story of your day.

step 5 Name your video file '**yourname activity 3**' and upload it to <https://mediadiary.groupdropbox.com>
(use the same login instructions as in your previous activities)

Creating activities

Goal of study

Usage

Spotter

Process

Behavior

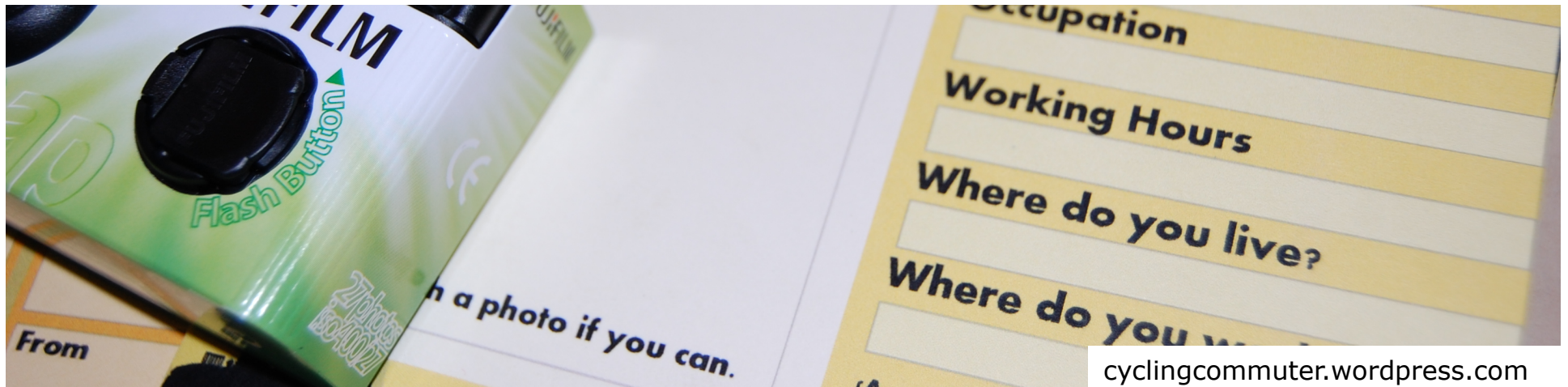
Aim for

Relevant

Nondisruptive

Nonbiasing

Diary study activity brainstorm



Diary study components

(1) Introductory letter

About the study: goals, motivation, and sponsorship

General requirements for participants

Compensation and warning of any potential harms

Permission/consent letter

Thanks and appreciation for their effort!

(2) *Specific* instructions

(3) Diary form / key incident form

(4) Recording device camera, camera phone, stickers

Coordinating the study

Keeping people on track

give periodic reminders

provide feedback about level of detail in response

progressive incentives

surprise incentives / little gifts

Adapting to changes

start analyzing as soon as early results arrive

periodic re-evaluation of diary format

Following up

Schedule interviews during or after to discuss diary entries



Advantages of diary studies

- 1) Efficient use of *your* time
- 2) Facilitate broad geographic distribution
- 3) Support in-situ reporting *over time*
- 4) Can be a rich window into context of use

Disadvantages of diary studies

- 1) Can be tiresome for participants
- 2) Participants will require reminders
- 3) Can get very expensive for long durations
- 4) Amount of data can be overwhelming

What's your goal?

Inspiration

from stories and dreams

Information about
behavior

Technology exploration

Empathy for people

Mattelmäki, T. (2005). Applying probes - from inspirational notes to collaborative insights. *CoDesign*, 1(2), 83-102.

