

SUMMER TRAINING SCHOOL

Methods for studying user experience

1-4 July 2014, Nantes, France



House of Human Sciences

Objectives of the Summer Training School:

- To train COST Action participants, especially Early Stage Researchers, on research methods that help to investigate user experience, with step-by-step explanations of how to conduct this or that type of investigations.
- To cross and discuss different disciplines perspectives and identify the respective strengths and weaknesses of each methods/approaches.
- To understand the underlying philosophy that guides each method/approach.

Rules for participating:

- 5 trainees/trainers (so at least 25 participants)
- Trainees from at least 5 different countries
- 3 trainees per countries maximum
- Funding from COST per trainees depending on distance from France : 600 euros for neighbour countries / 800 euros for other COST countries

Program

	Tuesday - 1st of JULY		Wednesday - 2nd of JULY	
9h-12h	Introduction	<i>GAUZENTE Claire, Nantes University, France</i>	Session 2: Q-method and the study of subjectivity	<i>BROWN Steven, Kent State University, USA</i>
	Session 1: Eye tracking and preference map experience	<i>NARVAINEN Johanna, VTT, Finland</i>		
12h - 13h30	Lunch Break		Lunch Break	
13h30- 16h30	Session 1: Eye tracking and preference map experience	<i>NARVAINEN Johanna, VTT, Finland</i>	Session 2: Q-method and the study of subjectivity	<i>BROWN Steven, Kent State University, USA</i>
Evening			Summer School Dinner	

	Thursday - 3rd of JULY		Friday - 4th of JULY	
9h-12h	Session 3: Virtual reality and user experience	<i>KINGSTON John, IRCCYN, France</i>	Session 4: Narrative Studies	<i>ARNEDILLO-SANCHEZ Inmaculada, Trinity College, Ireland</i>
12h - 13h30	Lunch Break		Lunch Break	
13h30- 16h30	Session 3: Virtual reality and user experience	<i>KINGSTON John, IRCCYN, France</i>	Session 4: Narrative Studies	<i>ARNEDILLO-SANCHEZ Inmaculada, Trinity College, Ireland</i>
Evening				

Description of training sessions

1st of JULY - EYE TRACKING & PREFERENCE MAP EXPERIENCE by Johanna Närväinen, VTT Finland

This session will present different techniques for quantitative detection of fast, spontaneous consumer responses. Using these, transient non-conscious and non-reportable emotions and experiences can be made visible - at least to some extent. Basic principles and typical experimental setups based on neuro-imaging, measurement of psycho-physiological responses as well as other modalities will be discussed.

2nd of JULY - Q METHODOLOGY by Steven Brown, Kent State University, USA

This session will introduce the main ideas of William Stephenson, the inventor of Q methodology, and will focus on the main principles and procedures. Participants will engage in a small-scale Q-sort study, the results of which will be used to demonstrate the PQMethod software program. The explanation and interpretation of the output will be followed by brief summaries of various applications, and then by a question and answer session.

3rd of JULY - WHY NOT...? By John Kingston, Consultant, France; VIRTUAL REALITY & END USER, by IRCCYN – University of Nantes, France

This session is based on 3 years of industry experience in the field of car navigation GPS adaptation to European-wide local specificities. Following the corporate difficulties encountered in understanding and managing such feedback, several professional practices will be discussed. Participants will be asked to imagine how to capture user data without using surveys, vocalized based interviews, online or offline questionnaires. They will then also be asked to define how to classify bugs in order to allow effective decision taking.

The second part of the day will be dedicated to an on-site visit of IRCCYN Research Lab with the virtual reality room and methods for studying user psychology.

4th of JULY - NARRATIVE RESEARCH by Inmaculada Arnedillo-Sánchez, Trinity College, Ireland

This session will introduce the main ideas of narrative research a set of approaches to systematically collect, analyse and report people's stories as lived and told by them. It will focus on the main principles and procedures and on the duality of narrative research as the object and/or the method of investigation. Participants will engage with narratives and will be able to explore first hand approaches to this research method.

PRACTICAL INFORMATION

WELCOME TO NANTES !



CONTACT

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PRACTICAL INFORMATION

HOW TO GO – “HÔTEL LA PÉROUSE”

From airport to hotel:

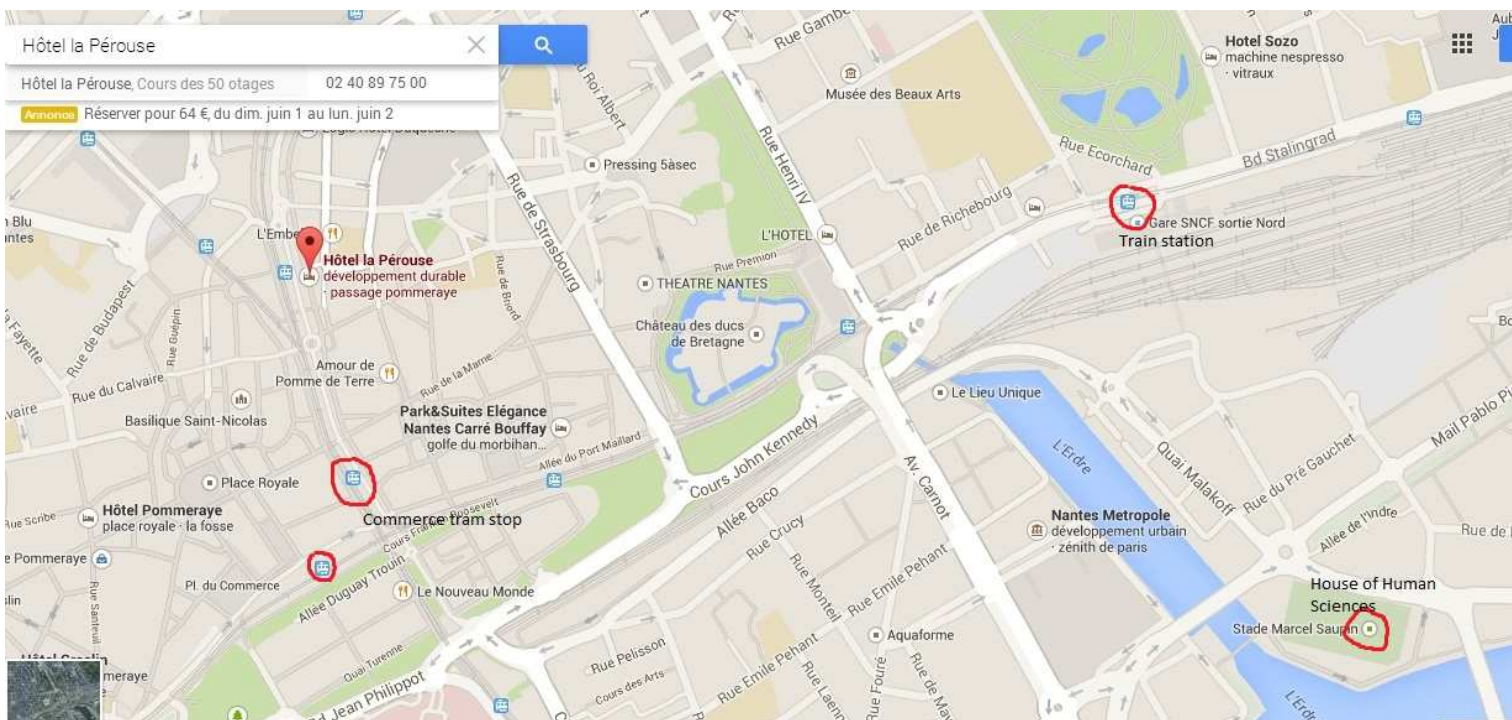
- Shuttle toward “Commerce” (Bus NA – Nantes Atlantique),
- Then walk on “Cours des cinquante otages” (approximately 30 mn in total)

From train station to hotel

- Tram #1 direction “François Mitterrand” (or “Jamet”),
- Stop at “Commerce”,
- Then walk (approximately 10 mn in total)

From hotel to House of Human Sciences (MSH)

- Tram #1 from commerce to train station,
- Then walk through the train station,
- Follow the Erdre river to the MSH, takes approximately 5 to 8 mn walk (about 20mn in total).



HOW TO GO – “IRCCYN Nantes”

From House of Human Sciences (MSH) to IRCCYN

- Walk through the train station,
- Tram #1 direction “François Mitterrand” (or “Jamet”),
- Stop at “Commerce”,
- Then Tram #2 direction “Orvault Grand Val”
- Stop at “Ecole Centrale Audencia” (Approximately 25 mn in total)

