

# Multiple choice questions

1. There are four Basic Activities in Interaction Design.  
Do Establishing Requirements, Evaluating Designs and Prototyping belong to these Basic Activities?
  - a. All of them do.
  - b. All of them do, except Establishing Requirements.
  - c. All of them do, except Evaluating Designs.
  - d. All of them do, except Prototyping.
  
2. User-centered design is based upon three principles. Which one does **not** belong to these principles?
  - a. Focus on users.
  - b. Specific usability and user experience goals.
  - c. Graphic design.
  - d. Iterative design.
  
3. Given are two statements about the way monopolists and non-monopolists frame their market, according to Peter Thiel.
  - i. Non-monopolists frame their market as the union of small markets.
  - ii. Monopolists frame their market as the intersection of large markets.

Are these statements true?

  - a. Both statements (i) and (ii) are true.
  - b. Only statement (i) is true.
  - c. Only statement (ii) is true.
  - d. Both statements (i) and (ii) are false.
  
4. Given are two statements about affordances of wood.
  - i. Carving is an example of an affordance of wood.
  - ii. Lifting is an example of an affordance of wood.

Are these statements true?

  - a. Both statements (i) and (ii) are true.
  - b. Only statement (i) is true.
  - c. Only statement (ii) is true.
  - d. Both statements (i) and (ii) are false.

5. The Conceptual Model of a device is a mental model of how an object works. Given is a statement about how users can know how an object works.
- i. Clues about how an object works can come from constraints and mappings.

To which extent is this statement true?

- a. Clues can come from constraints as well as from mappings.
- b. Clues can come from constraints, but not from mappings.
- c. Clues can come from mappings, but not from constraints.
- d. Clues cannot come from constraints, nor from mappings

6. In *Social Responses to Communication Technologies*, Reeves and Nass studied the relations between media and real life. Consider the following statement about this study. Reeves and Nass found that
- i. Media equals real life.
  - ii. Human interactions with media are only trivially social and natural.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

7. In the context of interviewing in a long-term project, a good definition of key informants would be:
- a. Individuals who are interviewed once, with no further need for follow-up.
  - b. Individuals who are repeatedly called upon to provide important insights, usually over an extended period of time.
  - c. Individuals who provide you with good candidates to interview.
  - d. Individuals who have insider information and access to all the rooms.

8. Consider the following two statements about contextual inquiry.
- i. Contextual inquiry has a focus on generalizations, rather than on specific details.
  - ii. Contextual inquiry is designed to uncover implicit knowledge about work processes.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

9. What is not a way to ensure the validity of the analysis of your interview?
- a. Ask variations of the same question.
  - b. Conduct a fully- or semi-structured rather than unstructured interview.
  - c. Independently analyze the data with several persons.
  - d. Present your findings to your participants.

10. Consider the following two statements about focus groups.
- i. Participants are typically selected to be a representative sample of the target population.
  - ii. Focus groups are appropriate for discussing sensitive topics.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

11. Consider the following two statements about scenarios.
- i. Scenarios are solution-first: they approach describing a context of use by starting from a possible solution and showing how a user interacts with it.
  - ii. The primary role of a scenario is to list in detail all the possible functions that a product offers to the user.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

12. Consider the following two statements about scenarios.
- i. Scenarios can be used to define the research questions for product evaluations.
  - ii. A good scenario describes only a sequence of actions and events in which the user is involved.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

13. Which type of computer system does a participant interact with in a Wizard-of-Oz experiment, assuming the experiment is successful?

- a. A computer system that s/he believes is autonomous and that actually is autonomous.
- b. A computer system that s/he believes is autonomous and that actually is operated by a person.
- c. A computer system that s/he believes is operated by a person and that actually is autonomous.
- d. A computer system that s/he believes is operated by a person and that actually is operated by a person.

14. The term informed consent refers to:

- a. Participants consenting to make their personal information available in publications by researchers about their study.
- b. Potential study participants getting all the information they need to make a meaningful decision whether they want to participate in a study.
- c. Researchers being informed by study participants which of the participants personal data they can or cannot use in their study.
- d. Researchers consenting to respect and protect the privacy of the participants in their study.

15. Consider the following two statements about reducing the Hawthorne effect (“the mere act of participating in an experiment can influence user behaviour”).
- i. The Hawthorne effect can be reduced by informing the participants in advance of the goal of the experiment.
  - ii. The Hawthorne effect can be reduced by giving the participants in an experiment feedback on their performance.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

16. Consider the following two statements about studies on users with impairments.
- i. It is not acceptable to have less than 20 users with a specific impairment take part in a study.
  - ii. The use of ‘proxy users’ should be encouraged.

Are these statements true?

- a. Both statements (i) and (ii) are true.
- b. Only statement (i) is true.
- c. Only statement (ii) is true.
- d. Both statements (i) and (ii) are false.

# Open questions

Explain what a constraint is and provide one example of a constraint that is found on a webpage.

Use the concepts of explicit and implicit knowledge to explain the difference between contextual inquiry and a survey asking participants to report their practices.