Assignment #6
Ethnography/User Evaluation
ENG 4/574

Description
For this assignment, I want you to practice the ethnography research method or the user evaluation research method. Craft a research question for which one of these two methods would be appropriate and then design a mini-research experience that puts one of these methods into practice.

Like past mini-project assignments, this assignment will be completed over a two-week period where we will review and workshop your raw data and preliminary analysis results in class next week (October 31), and your report will be due by the beginning of class the following week (November 7).

Due date
- Bring your raw data (jottings and fieldnotes or usability results matrix) to class on Monday, October 31.
- If ethnography: submit your final report and fieldnotes via e-mail to gretchen.haas@mnsu.edu before class on Monday, November 7.
- If user evaluation: submit your final report and your usability plan (including tasks) via e-mail to gretchen.haas@mnsu.edu before class on Monday, November 7.
- Include “ENG 4/574 <your first name> <your last name> Ethnography/User Evaluation” in the subject line

Evaluation Criteria
- If ethnography: Your fieldnotes and your report should reflect ethnography best practices as evidenced in the reading due on October 24 and October 31.
- If user evaluation: Your report and your usability plan should reflect the method of usability that you learned in ENG 271 and should also reflect the considerations Grice articulated in the reading due on October 24.
- You must articulate your particular research question and how your research site and method addressed (or did not end up addressing) that question.
- Indicate what this method didn’t tell you and articulate how you might design follow-up research to further address the research question you posed; and/or indicate how you will now expand your larger research question/project based on the information you discovered in the course of this mini-project.