



# Big data does not equal big picture

Dr. Elke Greifeneder

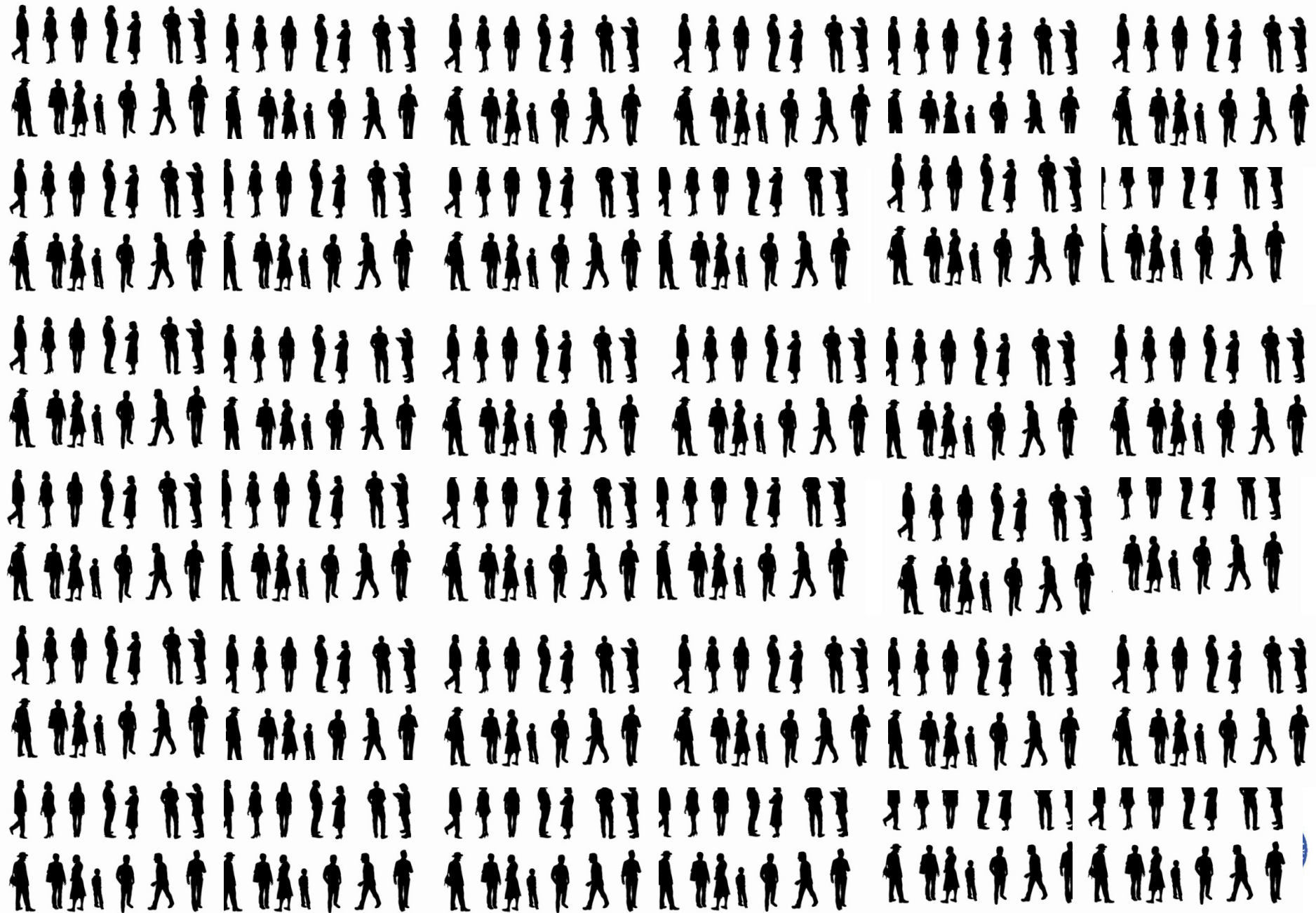
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[ljb301@iva.dk](mailto:ljb301@iva.dk)

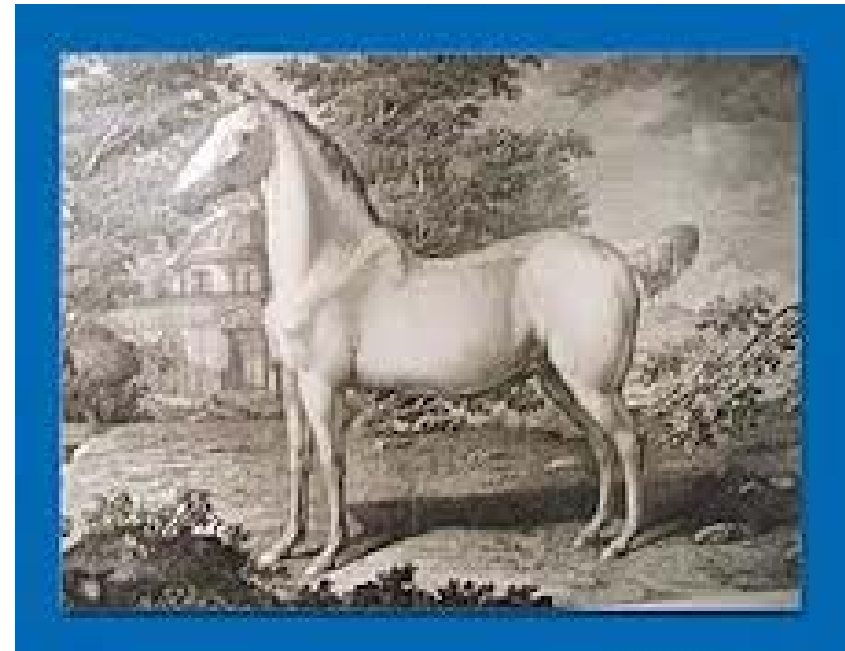












Qualitative methods = big picture ?



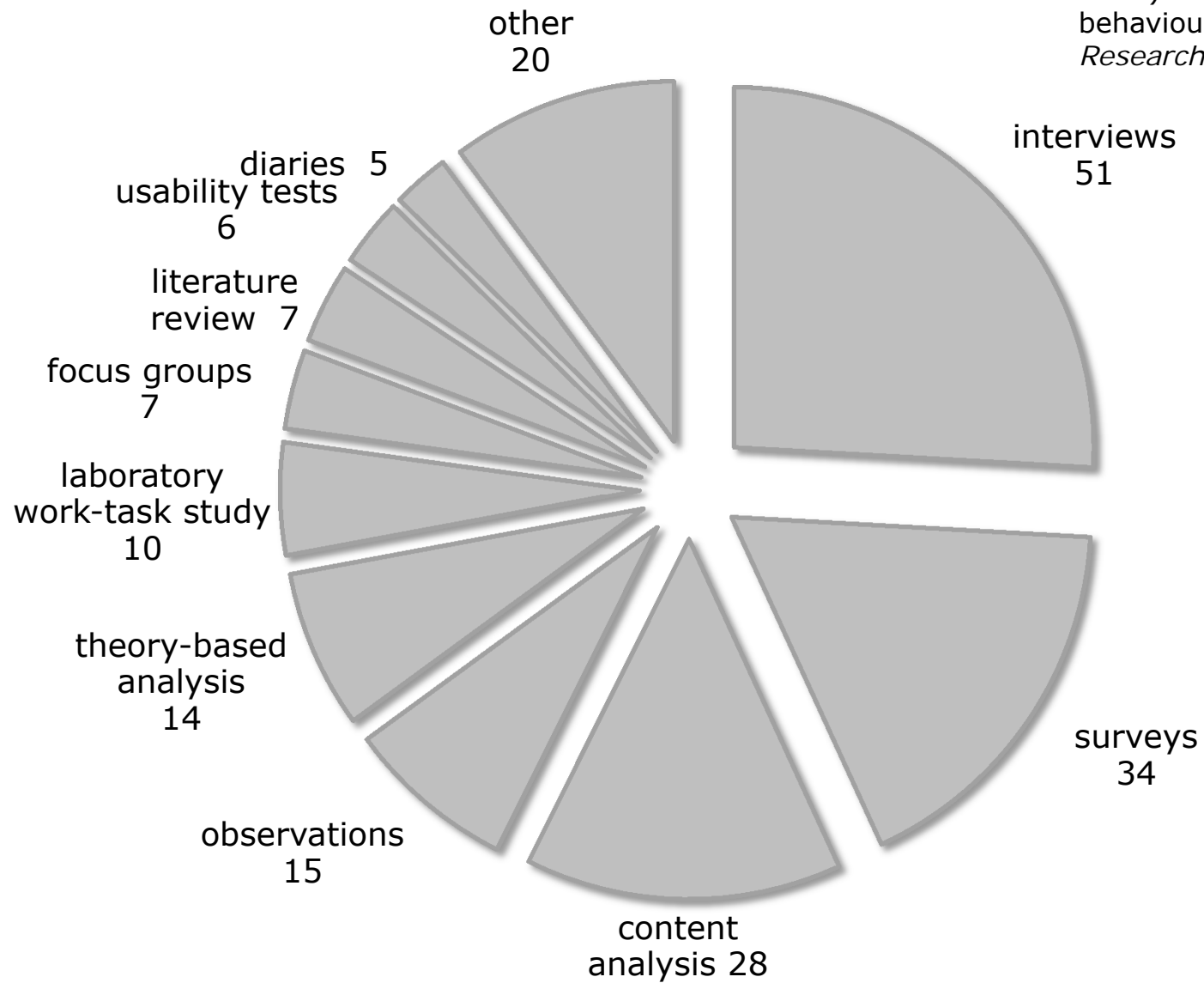
Qualitative methods = **big** picture ?

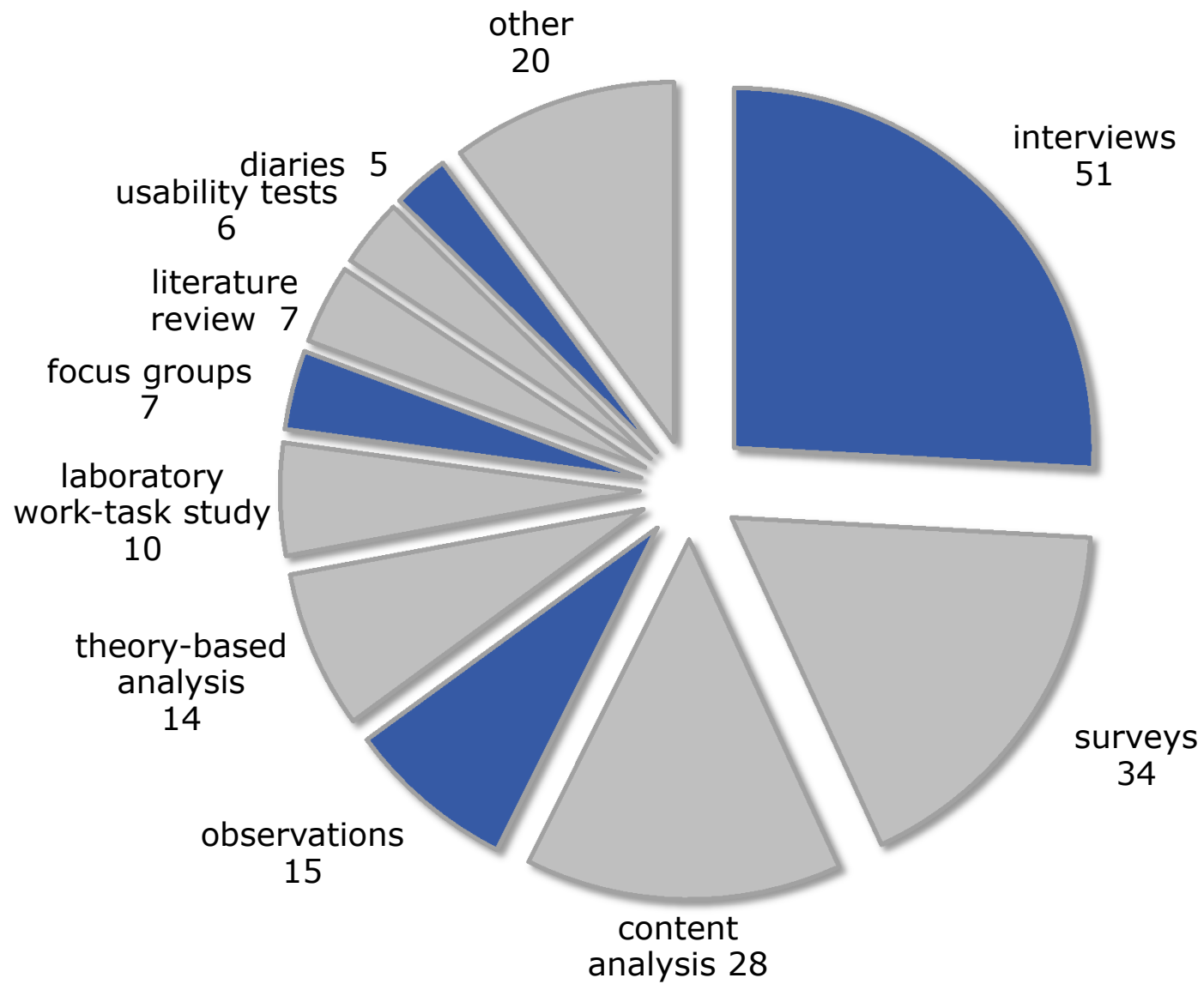
Online methods = **big** picture ?

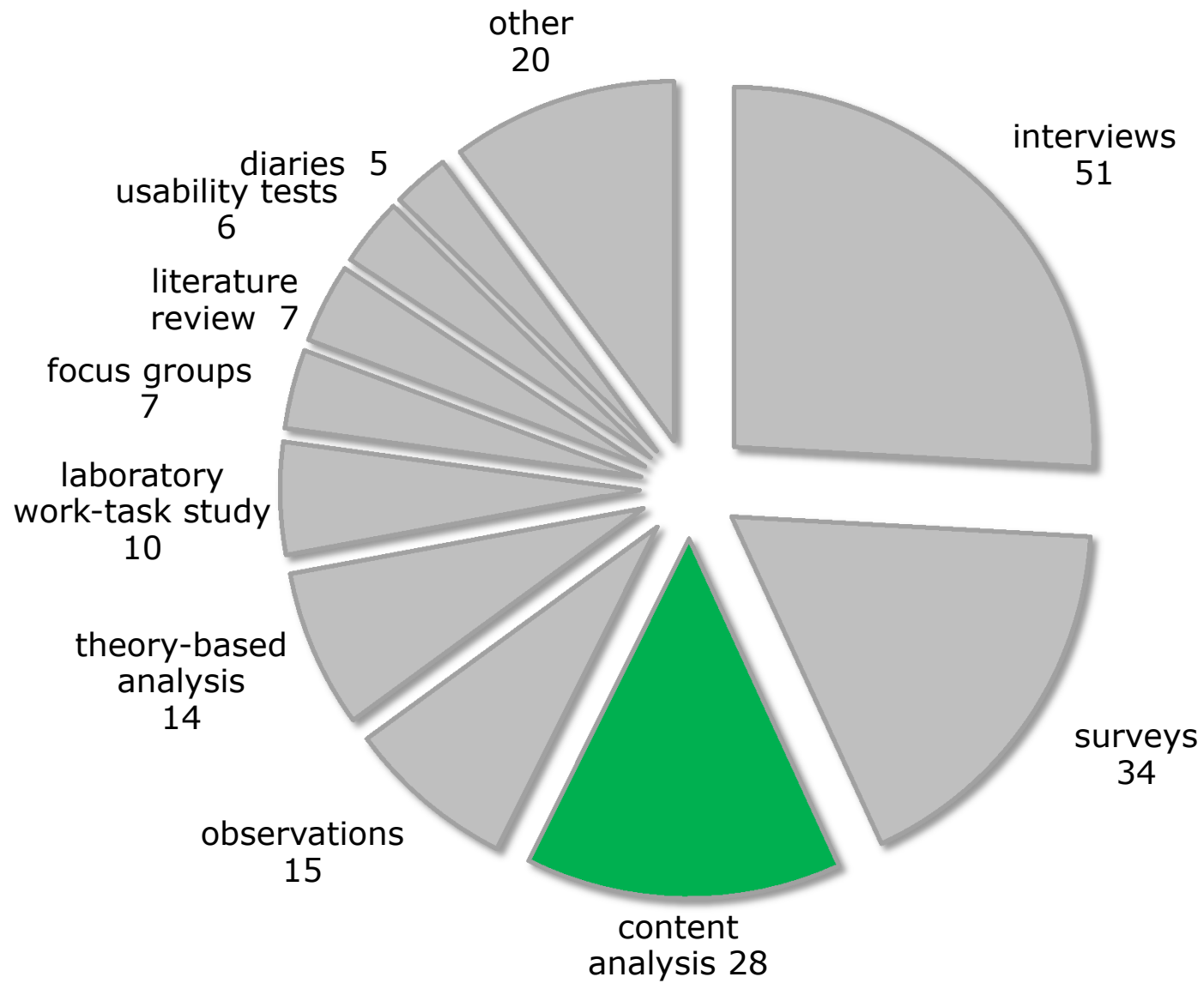




Greifeneder, E. (forthcoming 2014). Trends in information behaviour. *Information Research*, 19(3).







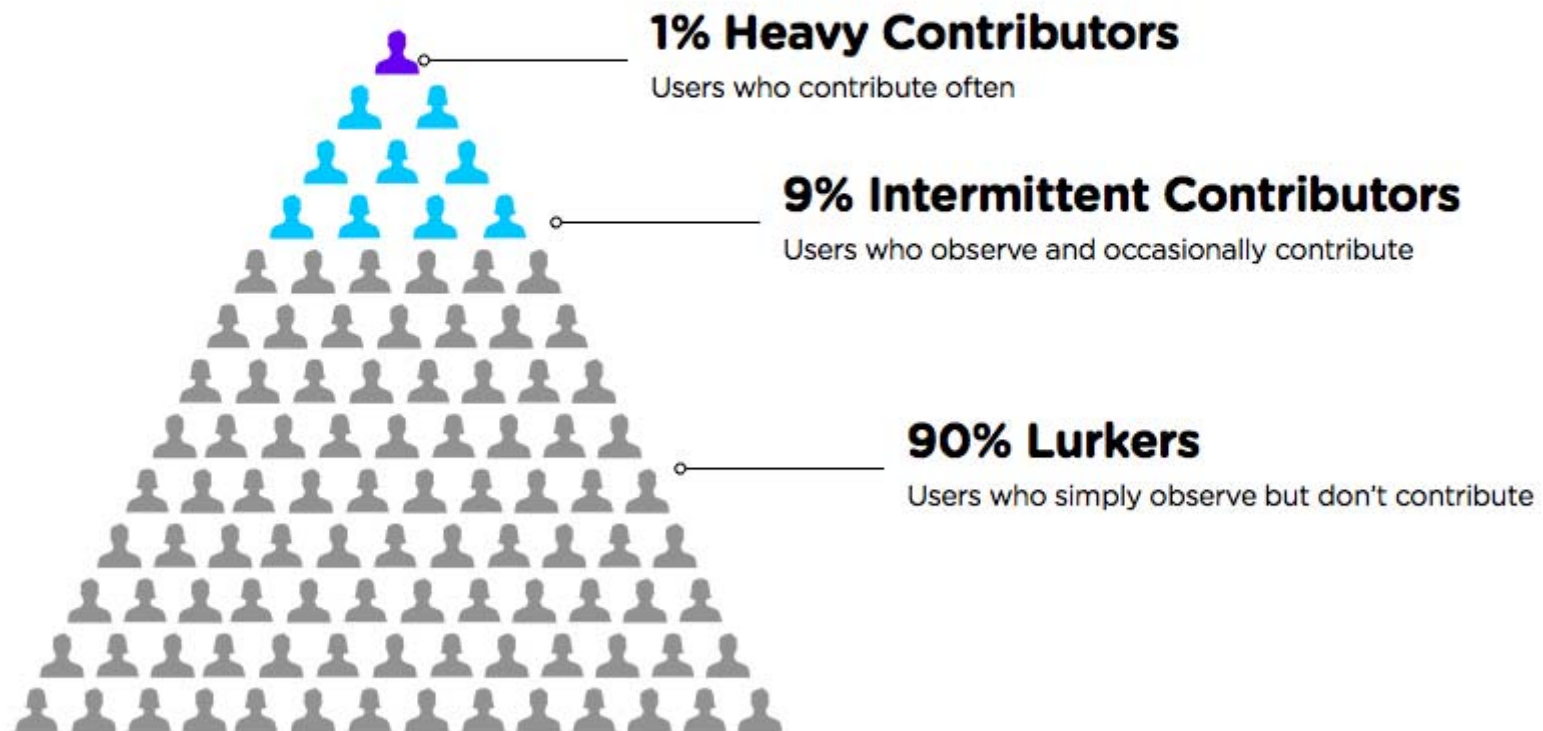
Big data  $\neq$  big picture ?

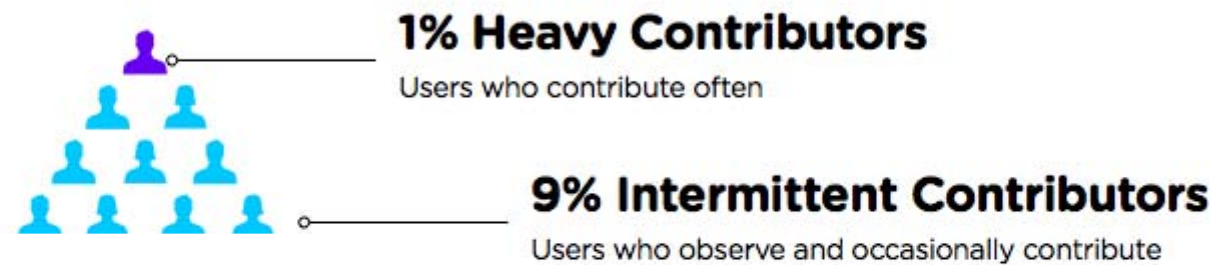


Big data  $\neq$  “correct” picture ?



## The 90-9-1 Rule





Twitter's Search API:  
access to 1% of tweets



Big data  $\neq$  big picture !





Elke Greifeneder - Outlo... Meetings - Google Drive 20140612 Amsterdam - ... Loop11 - Tasks & Quest... Libraries in the digital age Libraries in the digital age

www.loop11.com/usability-test/18438/PREVIEW\_DO\_NOT\_USE\_THIS\_LINK\_FOR\_COLLECTION/task/72935/ Google

50% Complete You want to know if it is worth to get up early tomorrow morning and want to know who is going to give the first presentation. Please click task completed if you have found the name(s). Abandon Task Task Complete

# LIDA 2014

Libraries in the digital age June 16 - 20 2014, Zadar, Croatia

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**LIBRARIES IN THE DIGITAL AGE (LIDA) 2014**  
**Zadar, Croatia**  
**16 - 20 June 2014**  
 University of Zadar, Zadar, Croatia (<http://www.unizd.hr/>)  
 Web site: <http://ozk.unizd.hr/lida/>  
 Email: [lida@unizd.hr](mailto:lida@unizd.hr)

**Libraries in the Digital Age (LIDA)** is a biennial international conference that focuses on the transformation of libraries and information services in the digital environment. In recognition of evolving online and social technological influences that present both challenges and opportunities, "ASSESSMENT" is the theme for LIDA 2014. The conference theme is divided into two parts. The first part addresses advances in qualitative assessment methods and practices and the second part covers assessment methods involving alternative metrics based on social media and a wider array of communicative activities, commonly referred to as "altmetrics." While qualitative methods have a long tradition of application, altmetrics are a set of new approaches to filtering information and to evaluating scholarly communication and research, with possible application to libraries as well. LIDA 2014 brings together researchers, educators, and practitioners from all over the world in a forum for personal exchanges, discussions, and learning, made memorable by being held in an enchanting and spectacularly beautiful city on the shore of the Adriatic Sea.

**LIDA 2014 Theme: ASSESSING LIBRARIES AND LIBRARY USERS AND USE**

**Part I: Qualitative methods in assessing libraries, users, & use: applications, results.**

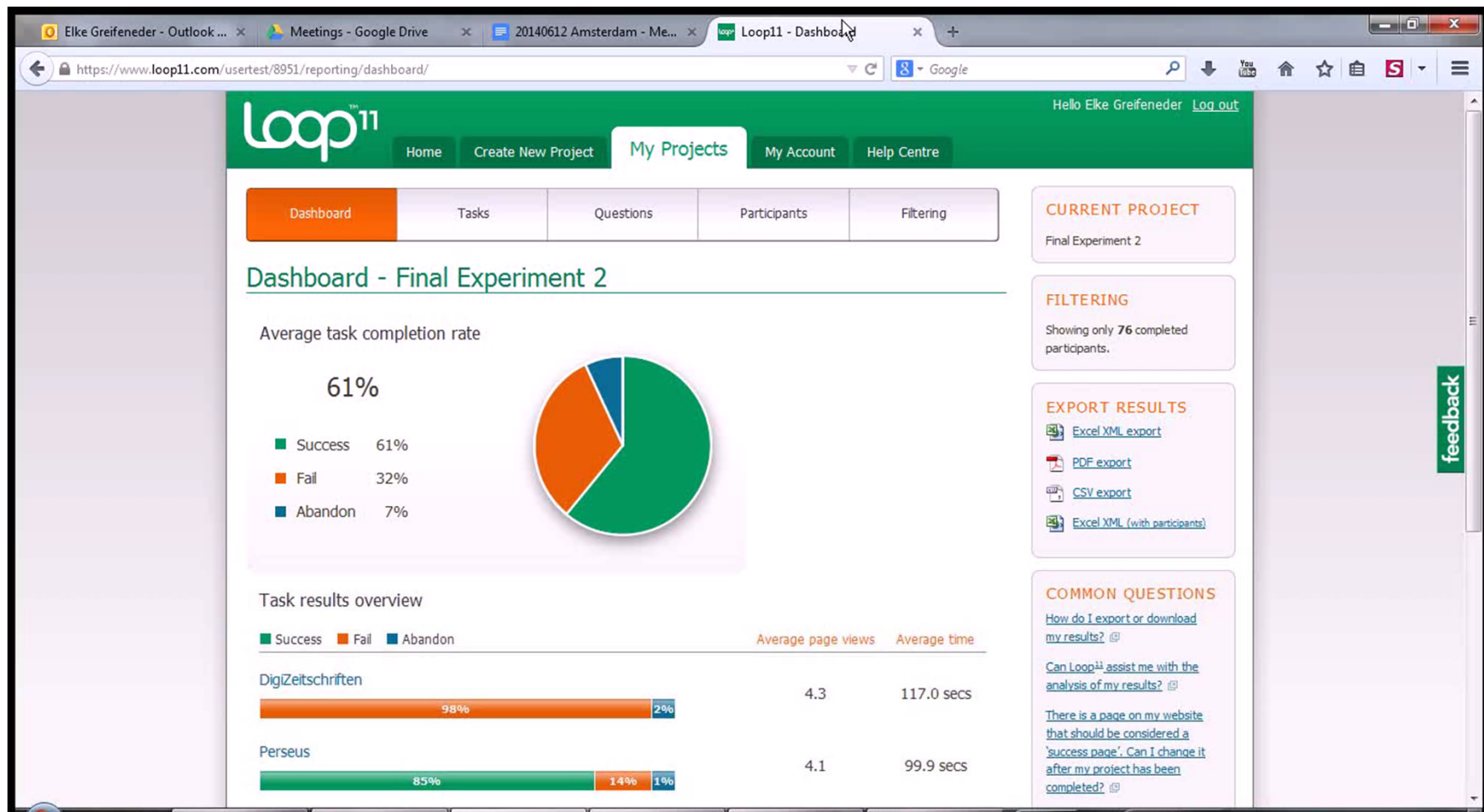
**Part II: Altmetrics - new methods in assessing scholarly communication and libraries: issues applications, results.**

**Previous LIDAs**

- >> LIDA 2012
- >> LIDA 2010
- >> LIDA 2009
- >> LIDA 2008
- >> LIDA 2007
- >> LIDA 2006
- >> LIDA 2005

Anpassen...





Asynchronous remote tests =  
big picture?



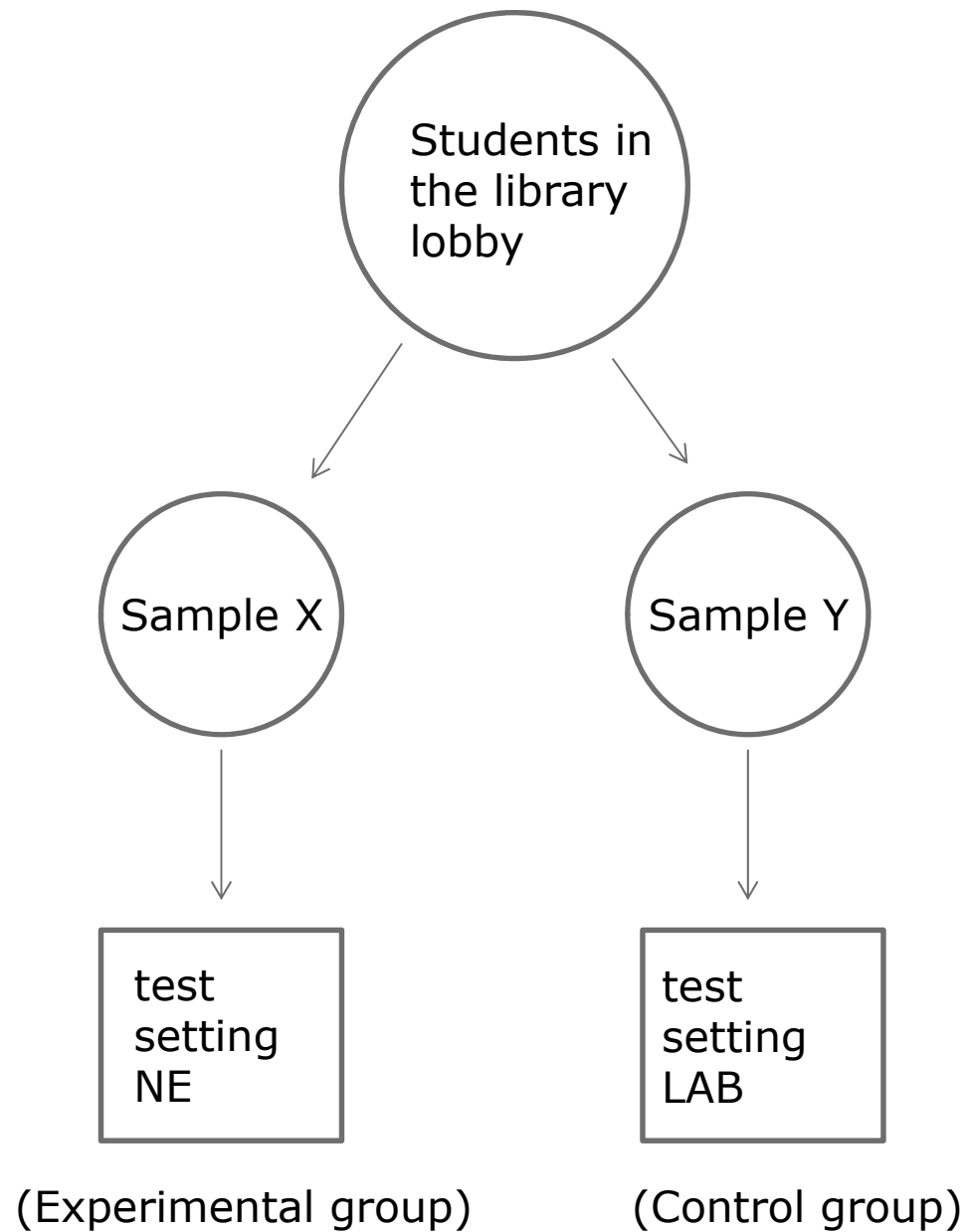






Graph adapted from: Carver, R.P. (1978). The case against statistical significance testing. *Harvard Educational Review*, 48 (3), 378-399.

Greifeneder, E. (2012). *Does it matter where we test? Online user studies in digital libraries in natural environments* (Dissertation). Humboldt-Universität zu Berlin, Berlin.



75 students (38 LAB and 37 NE)

Natural environment participants were distracted in a user test situation:

- program open during test: 64.9%
- 11.2% looked at open programs
- contact occurred: 27%
- reported technical problems: 32.4%



LAB	1	highest score	1038 sec	NE	1	highest score	2483 sec
	2		860 sec		2		1796 sec
	3		851 sec		3		1117 sec
	4		788 sec		4		1098 sec
	5	~ 11 minutes	752 sec		5	~ 35 minutes	1054 sec
			...				...
LAB	5		400 sec	NE	5		477 sec
	4		394 sec		4		449 sec
	3		384 sec		3		425 sec
	2		362 sec		2		422 sec
	1	lowest score	305 sec		1	lowest score	371 sec

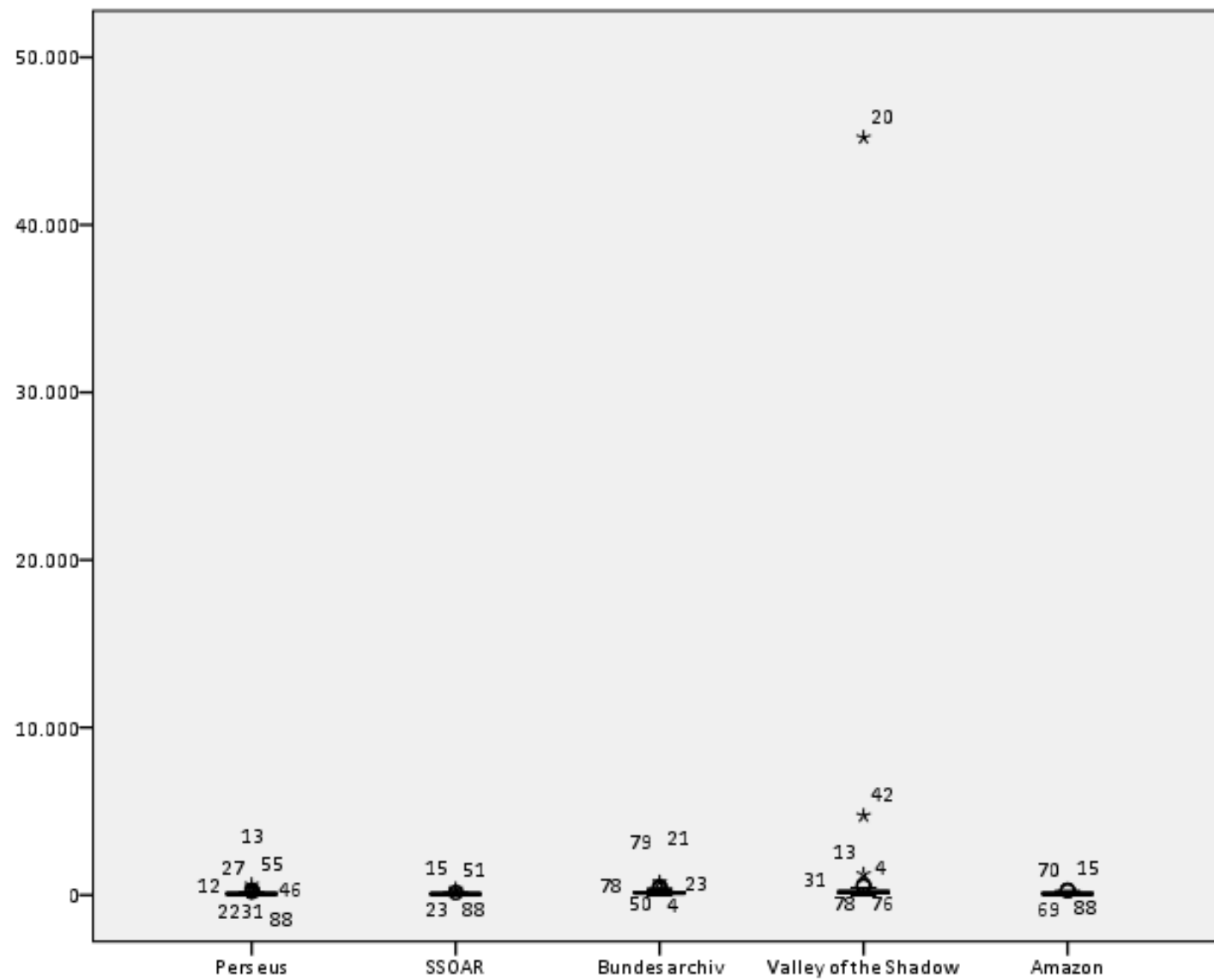


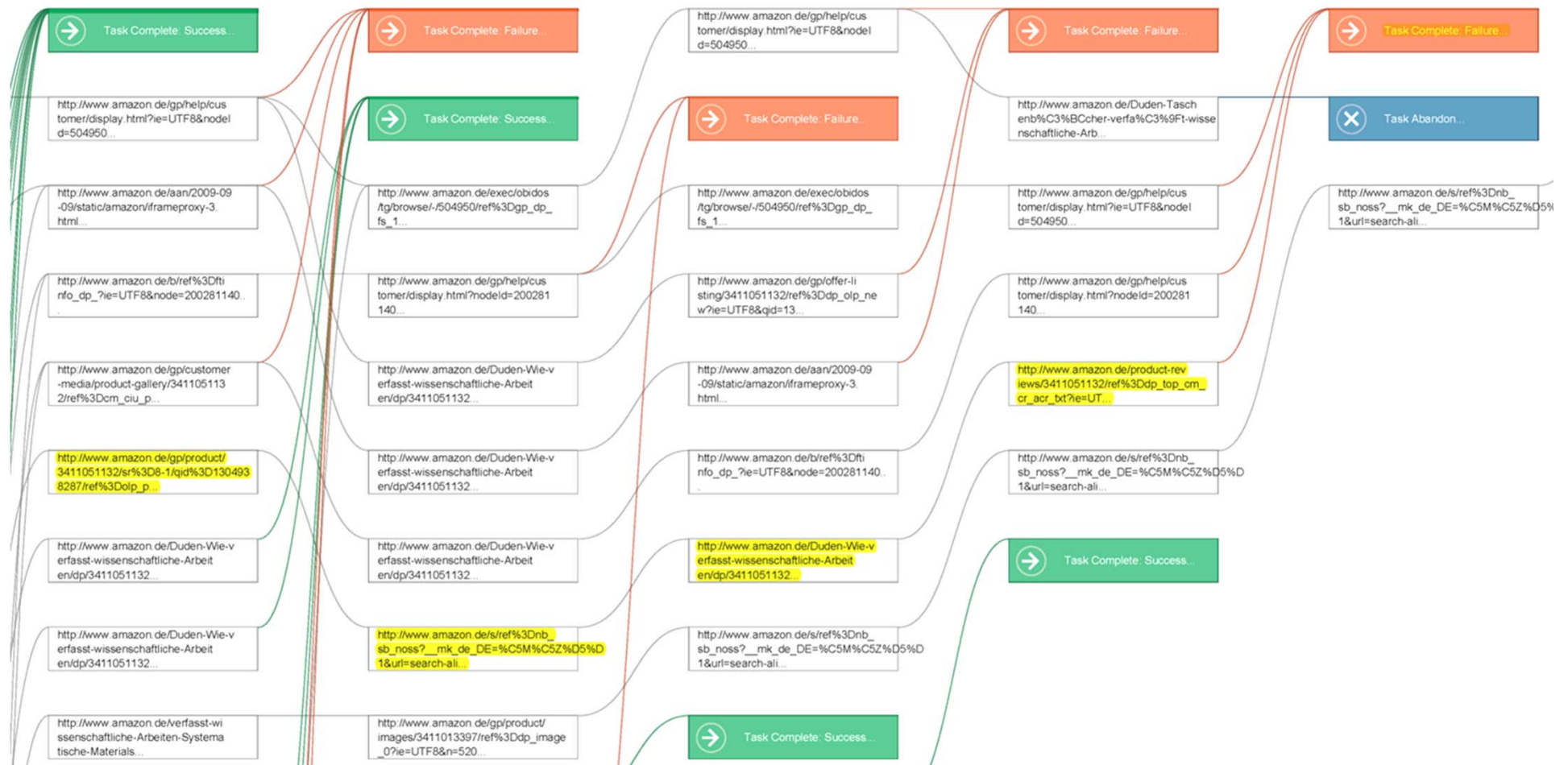


Asynchronous remote tests =  
big picture!

Asynchronous remote tests =  
“correct” picture?







Asynchronous remote tests =  
**big** picture?!

Asynchronous remote tests =  
**correct** picture?

Asynchronous remote tests =  
**different** picture!



**Chat (Everyone)**

Elke Greifeneder: Hi Janne! Welcome to the LARM interview!

[Redacted]: Hi!

Elke Greifeneder: Hi

[Redacted]: i can hear you

**Attendee List (2)**

▼ Hosts (1)


👤 Elke Greifeneder

▼ Presenters (1)

👤 [Redacted]


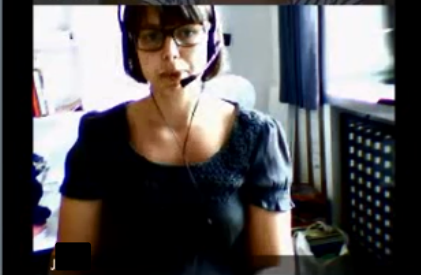
► Participants (0)

**Camera and Voice**



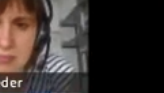
Elke Greifeneder



Camera and Voice	1) Do you cite the audio files you are w...	2) Do you cite where the audio files are...	3) Do you include the audio files as an appendix
 Elke Greifeneder	1) Do you cite the audio files you are writing about? <input type="radio"/> Yes <input type="radio"/> No	2) Do you cite where the audio files are stored? <input type="radio"/> Yes <input type="radio"/> No	3) Do you include the audio files as an appendix <input type="radio"/> Yes <input type="radio"/> No
	4) Must the audio files be freely access... 4) Must the audio files be freely accessible for readers of publications? <input type="radio"/> Yes <input type="radio"/> No	5) Do you include annotations to audio... 4) Do you include annotations to audio files as appendixes? <input type="radio"/> Yes <input type="radio"/> No	6) How important is it for you to be known as t... 5) How important is it for you to be known as the one who has made a specific annotation? <input type="radio"/> Very important <input type="radio"/> Somehow important <input type="radio"/> Not important at all
	7) Do annotations count for your repu... 6) Do annotations count for your reputation as a researcher? <input type="radio"/> Yes <input type="radio"/> No	9) In your opinion, who should be able to alter or delete data in LARM.fm? 9) In your opinion, who should be able to alter or delete data in LARM.fm? <input type="radio"/> a. Having a completely open system where everybody can alter or delete data <input type="radio"/> b. Having a system where you can move data into a quarantine for a period of time <input type="radio"/> c. Having a system where only users that have given evidence of being an expert in the field can alter or delete data <input type="radio"/> d. Having a system where only administrators can alter data	



Camera and Voice



Elke Greifeneder

Share - Janne

Full Screen

Chat (Everyone)

Elke Greifeneder: Hi Janne! Welcome to the LARM interview!

J [redacted] Hi!

Elke Greifeneder: Hi

J [redacted] i can hear you

Attendee List (2)

▼ Hosts (1)

Elke Greifeneder

▼ Presenters (1)

[redacted]

Participants (0)

Elke Greifeneder: Hi Janne! Welcome to the LARM interview!

J [redacted] Hi!

Elke Greifeneder: Hi

J [redacted] i can hear you



Online interviews = big picture ?





*"it's like **recreating**. I feel like I'm having vitamins when I visit this wonderful place, **I'm shopping**."*



“It's quite unstable for my – but **I'm no technical genius**. I'm very **primitive** and I give up easily when it comes to this IT technology, I get very impatient, angry when it doesn't work. So I leave it, **I don't want to make an issue**”



*"I've just promised that I would do that,  
**it is part of my job** to feed the system  
with data"*



*“there's just so much uncertainty which with my work meant that **I never felt that I could trust** this database completely”*



I: **I can see, so you have two Mappers.**

P: Yes, they're not even mine. This is (Peter's) folder and I don't know why I have access to it but it's there.

I: Have you ever tried to have access to it?

P: No. **The last many times I've been here it's there and each and every time I wonder why I have access to his folder** and not to for instance (Andrea)'s folder because I'm quite sure he has one.

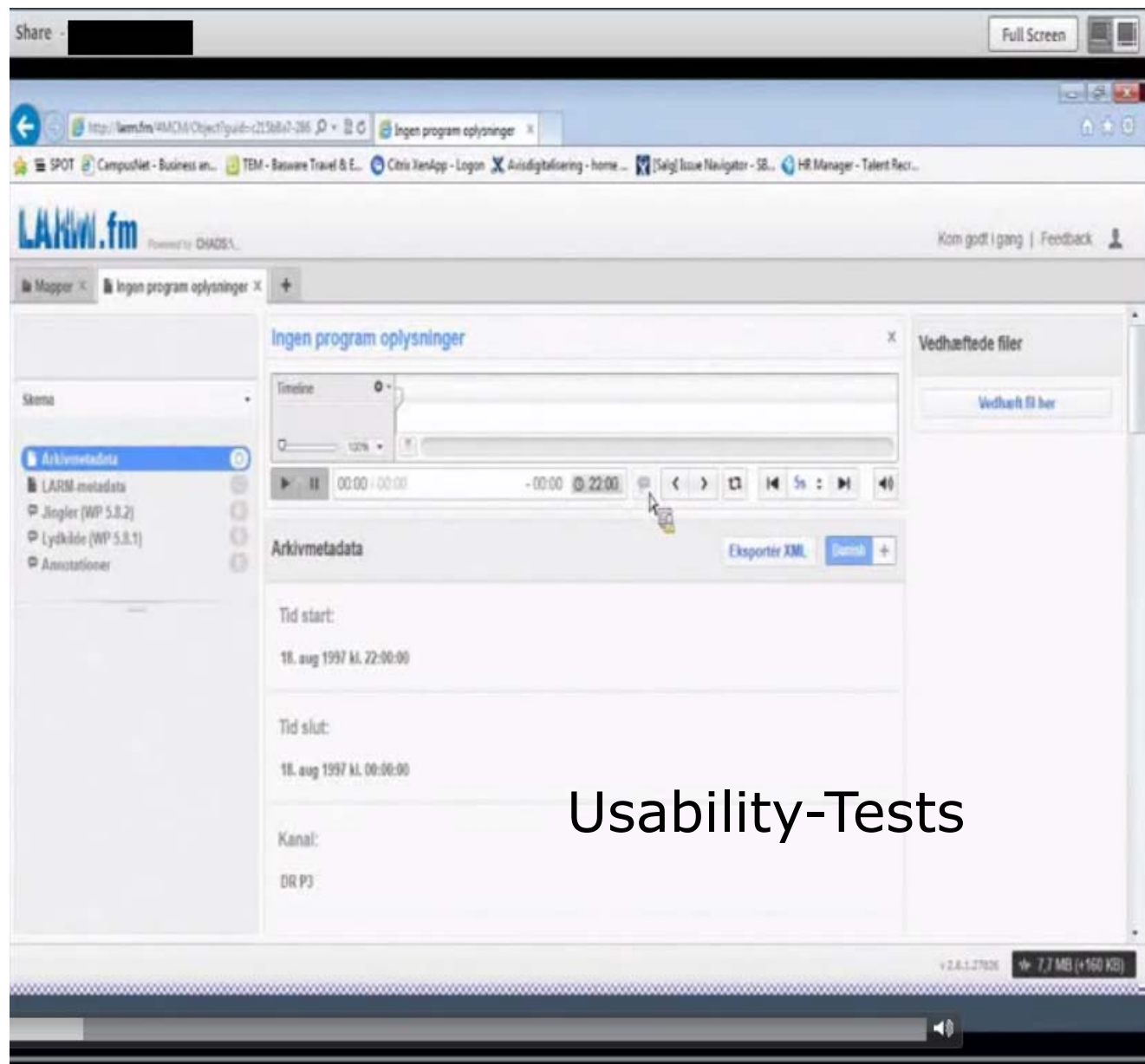
I: Other's don't have access to (Peter)'s folder if you want to know.

P: I'm the only one?

I: Maybe he's giving you access to it.

P: Yes, I'll go ask him why. Maybe he felt charitable. Maybe he did it by mistake.





# Usability-Tests



# Desktop sharing to explain information use

The screenshot displays a video conference window with a 'Camera and Voice' sidebar on the left and a 'Share' area on the right. The sidebar includes video feeds of two participants, a chat window with messages from 'Elke Greifeneder' and an anonymous user, and an attendee list showing one host and one presenter. The 'Share' area displays a desktop window titled 'i. TextGrid 2018.1.10.melody' which contains a linguistic analysis tool. This tool shows two channels of audio data (Channel 1 and Channel 2) with waveforms and spectrograms. A red vertical line marks a time point at 14.741917 seconds. Below the audio data, a list of linguistic features is displayed, including 'odotograf (xxx)', 'struktur', 'IPA (xxx)', 'PoS (xxx)', 'ReadPoS (xxx)', and 'TIT (xxx)'. A yellow highlight is placed over the 'struktur' feature, which is labeled 'rødsklokker'. The bottom of the window shows a timeline with a visible part of 7.500000 seconds and a total duration of 1838.074203 seconds.



Online interviews =  
**big** picture?!

Online interviews =  
**“correct”** picture!





Online interviews =  
**big** picture?!

Online interviews =  
**“correct”** picture!



Online interviewing  $\neq$  Offline interviewing













Online interviews =  
(better) **big** picture!

Online interviews  $\neq$   
easy!



Dervin, B. & Reinhard, C.D. (2006). "Researchers and practitioners talk about users and each other. Making user and audience studies matter—paper 1. *Information Research*, 12(1) paper 286.

"If there is a particular problem, you need to roll up your sleeves and get out there."







# Thank you!

Dr. Elke Greifeneder

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# References and credits

Dervin, B. & Reinhard, C.D. (2006). "Researchers and practitioners talk about users and each other. Making user and audience studies matter—paper 1" *Information Research*, **12**(1) paper 286.

Clock picture:

[http://www.fastcompany.com/multisite\\_files/fastcompany/poster/2013/01/3004503-poster-1280-172-features-how-say-youre-running-late.jpg](http://www.fastcompany.com/multisite_files/fastcompany/poster/2013/01/3004503-poster-1280-172-features-how-say-youre-running-late.jpg)

Getting started picture:

[http://www.casinoaffiliateprograms.com/blog/wp-content/uploads/2012/10/Getting\\_Started.jpg](http://www.casinoaffiliateprograms.com/blog/wp-content/uploads/2012/10/Getting_Started.jpg)

Greifeneder, E. (forthcoming 2014). Trends in information behaviour. *Information Research*, **19**(3).

Greifeneder, E. (2012). *Does it matter where we test? Online user studies in digital libraries in natural environments* (Dissertation). Humboldt-Universität zu Berlin, Berlin.

Password picture:

<http://blog.bendbroadband.com/business/files/2013/09/password1.jpg>

Laboratory picture:

[http://ufive.unibe.ch/thumb.php?h=700&w=700&t=1388836895&f=r/u5ulab/u5ulab\\_100.jpg](http://ufive.unibe.ch/thumb.php?h=700&w=700&t=1388836895&f=r/u5ulab/u5ulab_100.jpg)

