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Big data does not equal big picture

Abstract

Getting access to trace data is not difficult. APIs allow the easy collection of data from Twitter, Facebook or Instagram trace data. Researchers analyze tweets and posts using some form of content analysis and boldly call it a qualitative analysis of online information behavior. Fuzzing about the validity of this data comes close to breaking a taboo. On the other hand, information behavior research has not yet made full advantage of other forms of collecting qualitative data online. The presentation will discuss the opportunities but also challenges of online interviews, screen sharing tests and asynchronous remote usability tests. The speaker will use examples from her studies on distractions in natural environments and on the information use of the virtual research environment LARM.fm.