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Ethnographic Observation in the Usability Evaluation of Computer Assisted Data Collection

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ABSTRACT

The impact of computer aided interview on data quality has been systematically evaluated by statistical institutes in diverse countries. This work aims to show the importance of field observation in the evaluation of computer assisted data collection. The method shown here was proposed to be applied to the context of IBGE, the Institute of Brazil central administration that performs the Census. This method (Scenario and Task Based Interviews - STBI) was designed to be implemented with the participation of interviewers who use personal digital assistants to perform statistical data collection for demographic research. Authors analyzed the usability of the application developed to support Continuous National Household Sample Survey (Continuous PNAD). The proposed method represented a mix of four approaches to evaluation. This work gives a special emphasis to describe the part of the method that concerns the application of ethnographic observations and its conclusions.

Keywords

Usability, ethnography, method, data collection, interaction design, survey, statistics.