Controlled / Lab Experiments

You’re not paranoid, they really are watching you

- Isolate confounding variables, level playing field
- Removes “noise” from data
- Thoroughly documented
- Focus only on your question
What can we observe?

- Reaction time
- Completion time
- Work patterns
- Success/Failure rate
- Errors
- Emotional responses
- Satisfaction
- Reasoning

Equipment

- Multiple cameras
- Multiple monitors
- Recording systems
- Screen recorder
- Event logger
- Audio
Controlled Experiments

Equipment

- Multiple cameras
- Multiple monitors
- Recording systems
- Screen recorder
- Event logger
- Audio

- Eye Tracking
- Biometric monitors
  - EEG
  - EKG
  - Galvanic skin response
Controlled Experiments

Associated/Auxiliary
- Talk-aloud protocols
- Surveys

• Take CS569 w/ Burnett
Pros & Cons?