Academic Year/course: 2023/24

25721 - User studies

Syllabus Information

Academic year: 2023/24
Subject: 25721 - User studies
Faculty / School: 103 - Facultad de Filosofía y Letras
Degree: 268 - Degree in Information Management
ECTS: 6.0
Year: 3
Semester: First Four-month period
Subject type: Compulsory
Module:

1. General information

The goals of the subject are the knowledge and application of the different classifications of users and their corresponding needs, of the methods of data collection and of the indicators applied to user studies.

These goals are aligned with some of the Sustainable Development Goals, SDGs, of the 2030 Agenda (https://www.un.org/sustainabledevelopment/es/) and certain specific goals, so that the acquisition of the learning results of the subject provides training and competence to the student to contribute to some extent to their achievement: 4, 8, 11.

2. Learning results

- Know different classifications of users and their information needs.

- Knows and applies data collection methods to conduct user studies.

3. Syllabus

1. Introduction

2. Concept and evolution of user studies

3. Paradigms and fundamental models

4. Choice of subject project

5. Methodology of scientific research in user studies

6. Research techniques in user studies

4. Academic activities

- Master class. Teaching methodology: Presentation of content by the teacher based on Problem-Based Learning (PBL).

- Practical classes. Teaching methodology: Seminars in which the approach, commentary, discussion and resolution of the practical casesare carried out.

- Personal work. Teaching methodology: Directed readings. Preparation, analysis, design and implementation of a study of users with direct and/or indirect information collection methods.

Assessment Teaching methodology: Oral and written presentation of the user study project.

5. Assessment system

FIRST CALL

a. *Characteristics*: Development of work projects, both personal and in groups. The activities to be considered for evaluating the student will be the following:

- Development of individual practices: 30%.

- Development of a memory: 70%.

b. *Assessment criteria*: Structure and present the report appropriately. Demonstrates creativity and rigor. Structure and organizes ideas. Expresses himself clearly. Controls anxiety in oral presentation.

They will be presented through the teaching platform and in the case of oral presentations, they will be given in class.

SECOND CALL

Global assessment test: identical to that of the first call.