

IAT 432

Studio Preparation Exercise #3: Controlled Experiments

This is to be done individually. Be prepared to talk about your experiences in the studio class.

READ: Dix et al. section 9.4.2 in the Chapter 9 handout AND Martin Chapters 2,7

READ: Your notes from the lecture on controlled experiments.

Design an experiment to test whether reducing the number of items on a web interface drop down menu will improve user accuracy on a selection task. Identify your hypothesis, the null hypothesis, participant group, independent and dependent variables, tasks and describe how you will collect data.

Hand in 1-2 pages.