Evaluating Research

Managing your research data

DiOtherCITY

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The #DiOtherCity project is co-financed by the ERASMUS+ programme of the EU (June 2021 to May 2023).

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Research data

After researching the field we want to work with and carrying out **research activities**, we can collect many different observations and materials. These collections produce **data**.

Raw data is any data collected that has not been filtered or interpreted by a researcher or an algorithm. It is the results of the research that are ready for interpretation.

Types of raw data:

- Text (Field notes, transcriptions)
- Numbers (Statistics)
- Pictures
- Videos
- Audio recordings
- Printed materials (tickets, flyers, maps)

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Interpreted data

Is an interpretation that summarizes patterns that researchers see in the raw data they have collected. Interpreted data is often affected by the researchers and their education, experiences, etc.

To avoid such biases, we should engage in a process called **data triangulation**, which means using data from a variety of sources, methods and theoretical approaches to help support our findings and avoid biased conclusions.

From interviews, observations and statistics, we can conclude something like:

User Story

- ❑ People from a populated neighborhood of the city (user)
- ❑ Usually (from statistics) wants to go to quiet places (action)
- ❑ To rest from noises (outcome)

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Visualizing data

Visualizing data helps to:

- ❑ Get an overview of the gathered information
- ❑ Structure complex datasets
- ❑ Identify patterns
- ❑ Show gaps in the research process

Common ways to visualize data:

- ❑ **Research wall:** It can be a physical space like a table or board, or an app (review the tool about mindmaps related to this module). Include all the available data and synthesize it by clustering it into different topics. Make connections between them.
- ❑ **Personas:** (Review the tool about Personas related to this module.) This is a description of a fictional person to exemplify a group of people. It focus on types of users and their motivations and behaviors.
- ❑ **Mapping journeys:** This is about visualizing experiences by exemplifying a persona over time. It is a description with the steps and stages of simulated actions.

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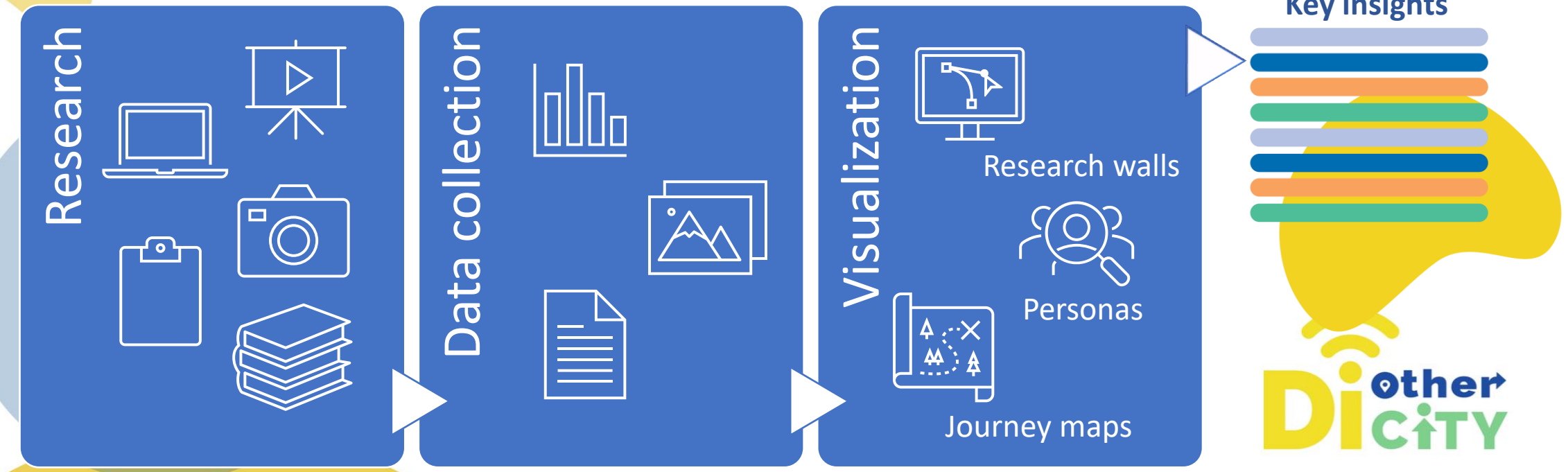
Research outcomes

The outcomes of research, including mind maps, personas, journey maps, and other interpreted data, bring us to the starting point of the ideation process and prototyping.



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