Infosys 271: 3 units, WF 2-3:30, 202 South Hall

Instructor: Rashmi Sinha, email: sinha@sims.berkeley.edu; Office Hrs: W, 10-12, 2 South Hall

	Lectures: (subject to change)	**Project Timeline**	**Assignments**
8/29	*Lecture1:* Introduction, course plan, why measure, testing process.		
8/31	*Lecture 2:* Methods: Basics of research design: Posing a question, developing a hypothesis, operationalizing variables.		**Assignment 1: (5%) Develop Research Design (including survey)**
9/5	*Lecture 3:* Methods: Experimental & Non Experimental Studies. Focus on Survey, Ethics of Testing, Human Subjects Protocol	**Introduce Survey Project (25%)** Meet with Client, define problem	Assignment 1 Due
9/7	*Lecture 4:* Statistics: Basic statistics, Analysis of a histogram, Mean, Median, Normal Probability Curve. Demo with Excel.		
9/12	*Lecture 5:* **EXCEL LAB**: Basic stats with Excel. Using exploratory analysis, using functions, data analysis toolpack.	Survey: Submit Human Subjects Protocol, Generate questions, Pilot Test	**Assignment 2: (5%) Basic Data Analysis with Excel & SPSS**
9/14	**Guest Lecture:** Yale Braunstein, Conducting a Survey Study: From Design to Writing a Report		
			Assignment 2 Due
9/19	*Lecture 6:* Methods: Surveys cont. Design, Deployment, Sampling Issues. Usability Testing Methods: Structured Observation and Experiments.		**Assignment 3: Usability Testing Exercise (15%)**
9/21	*Lecture 7:* Statistics Hands on: Basic stats with SPSS, Exploratory analysis. **BASICS OF SPSS LAB**	Survey: Finalize Survey, Start Pretest by 17th, returned on 19th	Collect Data on 4 participants by 25th
9/26	*Lecture 8:* Statistics: Correlations, Scatter plots & Introduction to Regression.	Survey: Deploy Final Survey	Data Analysis
9/28	*Lecture 9:* Statistics. Normal Distribution, Standard Scores, Logic of hypothesis testing. Null and Alternative Hypothesis, Type 1 and Type 2 Errors, Testing significance levels, Confidence Intervals.	Survey: Start Exploratory Data Analysis ASAP	Short Report Due on 2nd
10/3	*Lecture 10:* Statistics: t-tests (One sample ttests, two sample t tests, independent sample and paired sample t tests). **SPSS LAB 2**		
10/5	*Lecture 11:* Survey Data Analysis Troubleshooting	Survey: Data Analysis Report Due on 8th	
	Lecture 12: Methods: Kinds of Research Designs:		

Date	Lecture		
10/10	Surveys, Structured Observations, Log Analysis, & Experiments.		
10/12		**Survey Project END:** Report Due, Project Presentations	
10/17	*Lecture 13:* A review of statistics.	**Introduce Final Project (30%)**	
10/19	*Lecture 14:* Methods for Information Architecture: Surveys & Card Sorting Experiments.Survey Project Presentations		**Assignment 3: Card Sorting Exercise (10%)**
10/24	*Lecture 15*: Statistics: Methods for Information Architecture. Methods: Structured Observations, Experimental & Quasi Experimental Designs.		Collect Data by 26th
10/26	*Lecture 16:* Methods: Structured Observation & Quasi Experimental Designs cont.		
10/31	*Lecture 17:* Statistics Hands on: Introduction to ANOVA. ANOVA with SPSS.	Pretest	Data Analysis
11/2	*Lecture18*: Statistics ANOVA's cont.: ANCOVA, Multifactor Anova's Familywise Error Rate, Effect Size.	Analyze Pretest Data, make changes	Short Report Due
11/7	*Lecture 19:* Statistics Within Subjects ANOVA's. More advanced models. **SPSS ANOVA LAB**	Start Testing	
11/9	*Lecture 20*: Statistics Review.		**Assignment 5: (5%) ANOVA's**
11/14	*Lecture 21*: Statistics: Categorical Data Analysis: CHI Square.		
11/16	*Lecture 22:* Statistics review.	Wrap up testing	Assignment 5 Due
11/21	Thanksgiving Holiday		
11/23	Thanksgiving Holiday		
11/28	*Lecture 23:* Statistics: Regression		
11/30	*Lecture 26:* Statistics Review		
12/5	*Lecture 27:* Troubleshooting Final Projects; Introduction to Clustering Techniques, and Multi Dimensional Scaling		
12/7	*Lecture 28:* Troubleshooting Final Projects.	Analysis Report Due on 9th	
12/12			
12/14	Student Project Presentations	**Report Due, Final Project END**	