Understanding the user - why, what and how?

Sridhar, M. S. Understanding the user - why, what and how? Library Science with a slant to Documentation and Information Studies, 1995, vol. 32, n. 4, pp. 151-164. [Journal article (Paginated)]

English abstract

Explains the need, importance, purposes and scope of user studies, discusses procedure for conducting sound user studies together with associated problems of research like selection of problem, formulation of hypothesis, design of study, sampling strategy, data collection methods, scaling techniques, pilot study, processing and analysis of data, testing of hypothesis, interpretation, drawing inferences, communication and dissemination of results and finally concludes by highlighting methodological flaws and gaps in user studies.

Item type: Journal article (Paginated)
Keywords: user studies, user research, research procedures, research methodology
Subjects: C. Users, literacy and reading, > CB. User studies.
Depositing user: M S Sridhar
Date deposited: 13 Apr 2007
Last modified: 02 Oct 2014 12:07
URI: http://hdl.handle.net/10760/9304

References

"SEEK" links will first look for possible matches inside E-LIS and query Google Scholar if no results are found.

Koosis, Donald D. Business statistics, New York: John Wiley 1972. SEEK
Line, Maurice B. Library surveys: an introduction to the use planning procedure and presentation of surveys. 2nd ed. London: Clive Bingley, 1992. SEEK

Understanding content marketing is easy once you understand how we use this incredible tool called the Internet. Content: it’s what you read, it’s what you hear, it’s what you watch, and it’s what you share. Web users are in a constant quest for education and entertainment. Knowing this, you can reframe your approach to what you sell. Your users are not isolated; they’re here to be entertained, learn something new, and share their thoughts with other individuals. The web is your platform to be found. Why the Business Makes Sense - Average Family could use an extra $1,000 - $2,000 a month to take a little pressure off their financial situation. "They’d like to do this with a Part-Time opportunity that is integrated into their busy life, not take on a 2nd JOB How do we earn residual income? Gas, Oil, Real Estate, Writing a Book, Making a Record… Looks like Direct Sales is the best opportunity! What company do you choose? One that fits the mold of something you are passionate about. Slide 7: Wellness Industry Fastest Growing Industry Direct Sales Fastest Growing Business ModelAdvoCare Fast James talks about the importance of understanding the WHY and how it is a building block for better secure applications. For more info go to https://www.developsec.com or follow us on twitter (@developsec). Presented by Jardine Software Inc. (https://www.jardinesoftware.com). Jardine Software provides application security consulting and training to add value to your application security program. Contact us today to see how we can help. When the business analysts sit down to write the next change password user story, it will be a part of it. Not because security said so, but because they understand the use case better and how to protect it. If you are receiving test results, take the time to make sure you understand the findings and the WHY.

Sridhar, M. S. "Are demand forecasting techniques applicable to libraries?" Library Herald 23 (2 & 3) July-October 1984: 84-89.


Sridhar, M.S. "Use of current journals by Indian space technologists." The Serials Librarian 10 (3) Spring 1986: 77-93.


Sridhar, M. S. "Is cost benefit analysis applicable to journal-use in a special library." The Serials Librarian 15 (1/2) 1988: 137-153.


Sridhar, M. S. "A study of correlation of use, citation and publishing of journal papers by Indian space technologists". Collection Management 12 (112) 1990 : 147-152.


Sridhar, M. S. "Non-users and non-use of libraries”. Library Science with a slant to Documentation and Information Studies, 31 (3) September 1994, 115-128.


