

Usability first

Building a bridge between relevance and rigor in HPE graduation projects

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 Research Group Methodology of Practice-Based Research

Research question & design

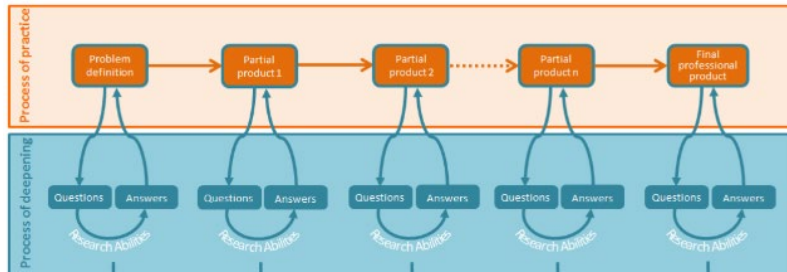
Main question

What level of usability is required of graduation projects within higher professional business management education?

Design:

- Qualitative study
- Semi structured interviews
 - 5 clients, 5 lecturers
- Transcribed, member checked and analyzed in MaxQDA
- Open and axial coding and structuring
- 6 iterative sessions with various researchers
- Intersubjectivity

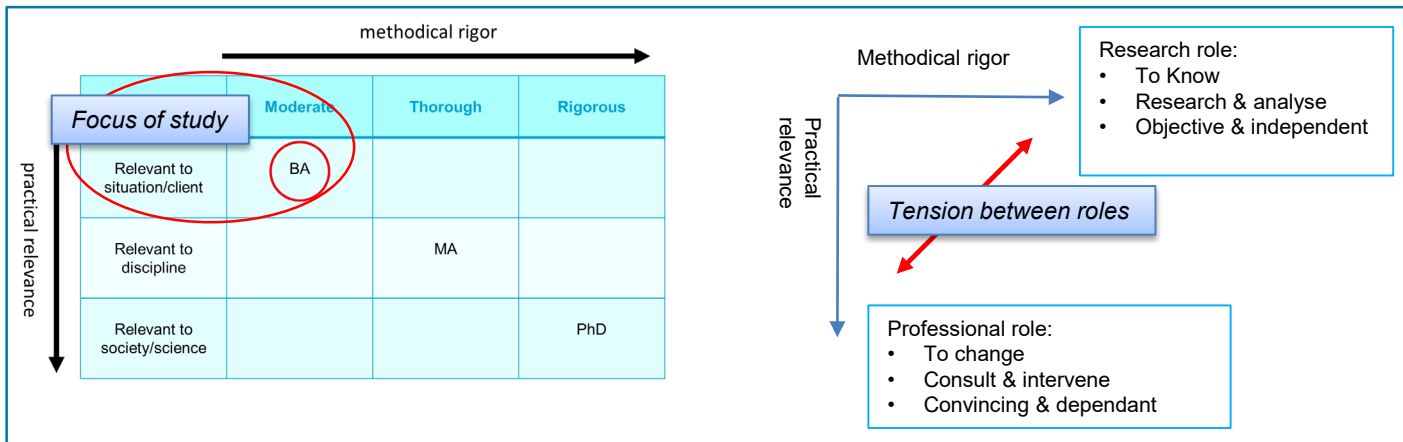
Knowledge gaps in professional practice (Losse & Nahuis, 2016)



Usability defined (Leeuw, 2005)

	Sound	unsound
Irrelevant	Unusable	Harmless
Relevant	Usable	Harmful

Tension between relevance and rigor in Practice based research (Andriessen, 2014)



Results

- 1: Usability = relevance & rigor
 - 2: Quality of student-client relationship = trust
 - 3: Relevance is about impact in practice
 - 4: No minimum level of rigor
 - 5: Rigor and relevance interdependent
 - 6: Level of rigor must be suited to context
- "If something must be first time right, then rigor is much more relevant"

Business sensitivity: Decisions about research methodology based on business factors

Importance	Time	Financial	Internal	External/market
<ul style="list-style-type: none"> • Urgency • Concern/interest 	<ul style="list-style-type: none"> • Frequency • Reversability • Temporary/persistent • Timelines within organization 	<ul style="list-style-type: none"> • Cost-benefit • Return of investment • Financial risks 	<ul style="list-style-type: none"> • Corporate culture • Dynamics • Acceptance • Feasibility • Suitability • Organizational & strategic impact: personnel, legal, social responsibility 	<ul style="list-style-type: none"> • Impact client side • Marketing/image • Stability of marketplace

Further research

- 1: Do results apply in other domains?
- 2: What tools are helpful in defining factors?
- 3: What is the role of ethics when balancing relevance and rigor?