When things go wrong – conducting research during a pandemic

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ICA Workshop on Adaptable Research Methods For Empirical Research with Map Users

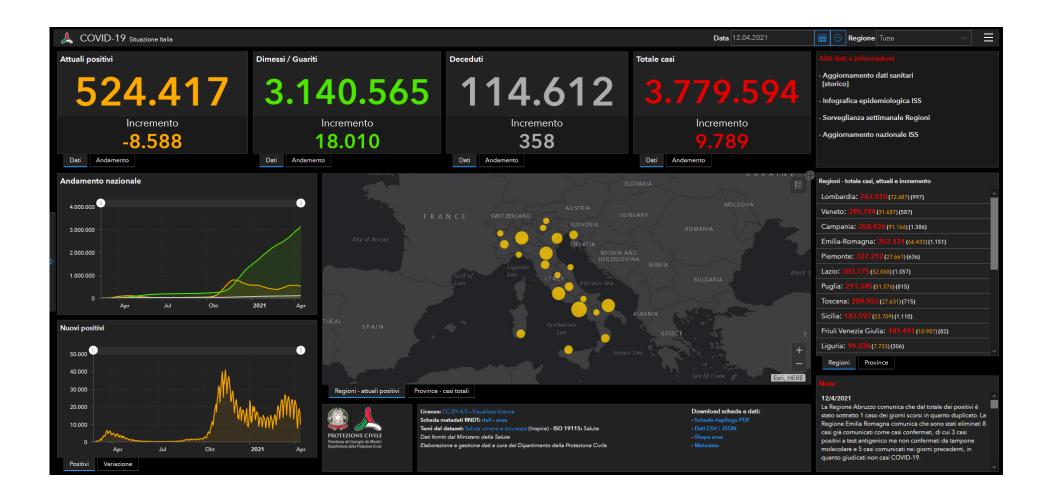
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Intended study

- YouthMetre project → shape EU youth strategy
- Digital participation/collaboration mapping platform
- Workshop series in schools in Italy with 200-300 students
- March April 2020
- Objectives (developed in fall 2019):
 - Field survey to test the tools' usability with these students
 - Evaluate the relationship between user context and map design usability

Intended study

- Material:
 - 84 different maps
 - Combination of different map-reading tasks, base map styles, information densities, time pressure components
 - All maps were centered on Abruzzi region, Italy
- Between-subjects design
- Online survey in Italian, integrated in the participation platform



Problems and how I tackled them

 Decrease in communication with other researchers and project partners 	
 Can I actually conduct the study? 	✓ Yes, delay of a few months
Participant recruitment?	✓ Participant recruitment through University newsletters, student email lists, and social media
 Change study design? Change research questions? 	 ✓ Switched from field survey to online survey ✓ Translated the survey to German ✓ Kept everything else as it was designed

Consequences of pivot

- Online survey:
 - Lack of control
 - No further explanations possible in case of questions
 - Flexibility for participants to complete the survey
- Participant recruitment:
 - Rather random
 - Involvement of different types of participants
 - Difficulty of finding participants (lack of incentives?)
 - High drop-off rate (survey too long?)
 - Only ca. 100 participants completed the survey

Pandemic-related problems vs "things can always go wrong"

- Pandemic-related problems:
 - High levels of uncertainty
 - Decreased communication
- Things can always go wrong:
 - Easy shift to other distribution methods if everything is online
 - Adjust the study design
 - Reflect on the changes and solutions in the related publications/ documentations
 - Expect that things can go wrong → risk management

Questions that still persist...

- What would have been potential alternative ways to respond to the changes?
 - Change study design?
 - Change research questions?
 - Decrease complexities? → "be okay with less"?
 - How do you do this when under (time) pressure?
- How do you deal with changes in plans?
 - Risk management?
 - Risk mitigation?