CrowdAloud: A Platform for Crowd-Sourced Think-Aloud Studies
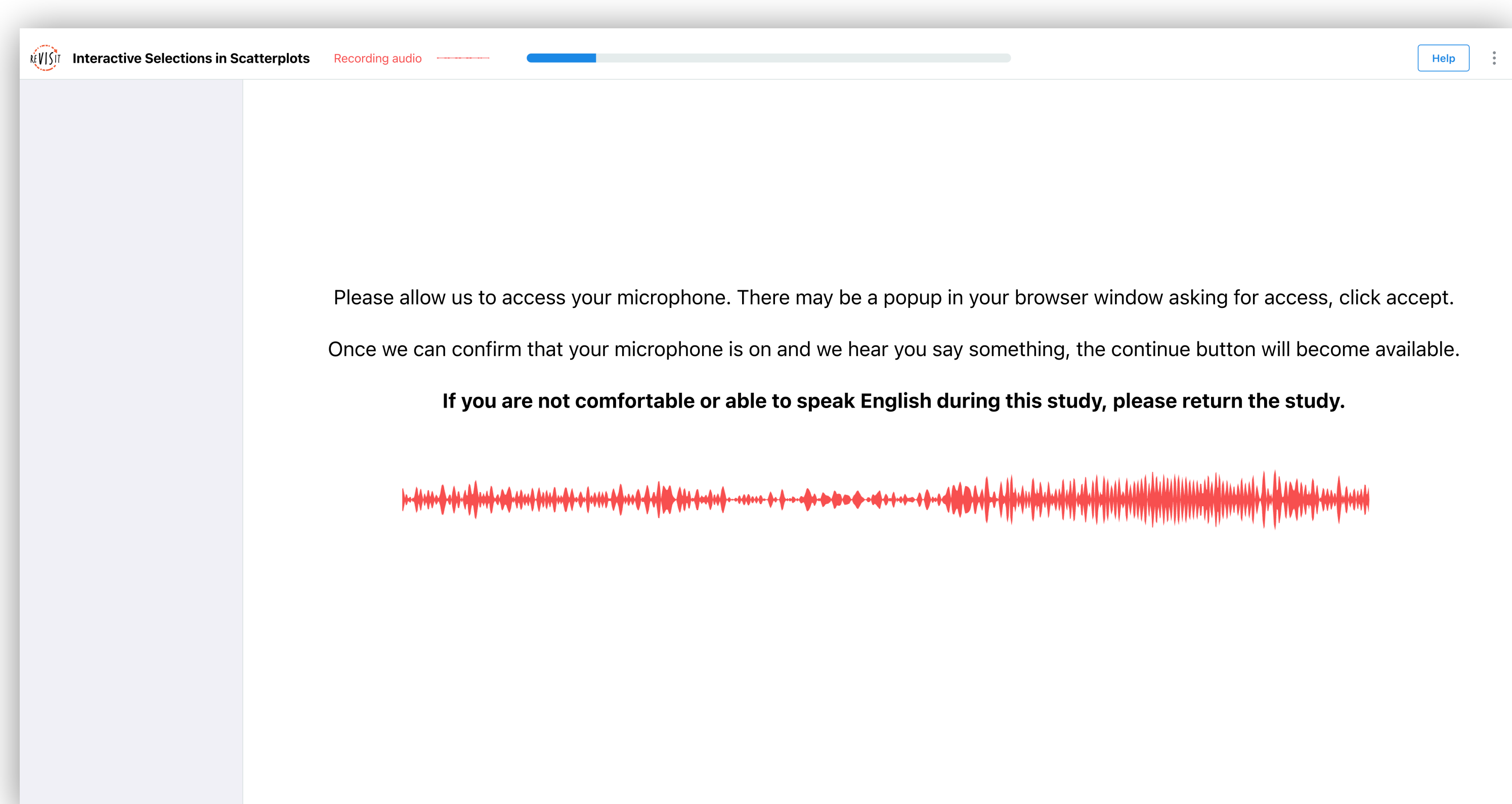
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vdl.sci.utah.edu/ThinkAloud

Run Think-Aloud Studies Online

CrowdAloud can run think-aloud studies on the web. We automatically record, store, and transcribe audio during a study.
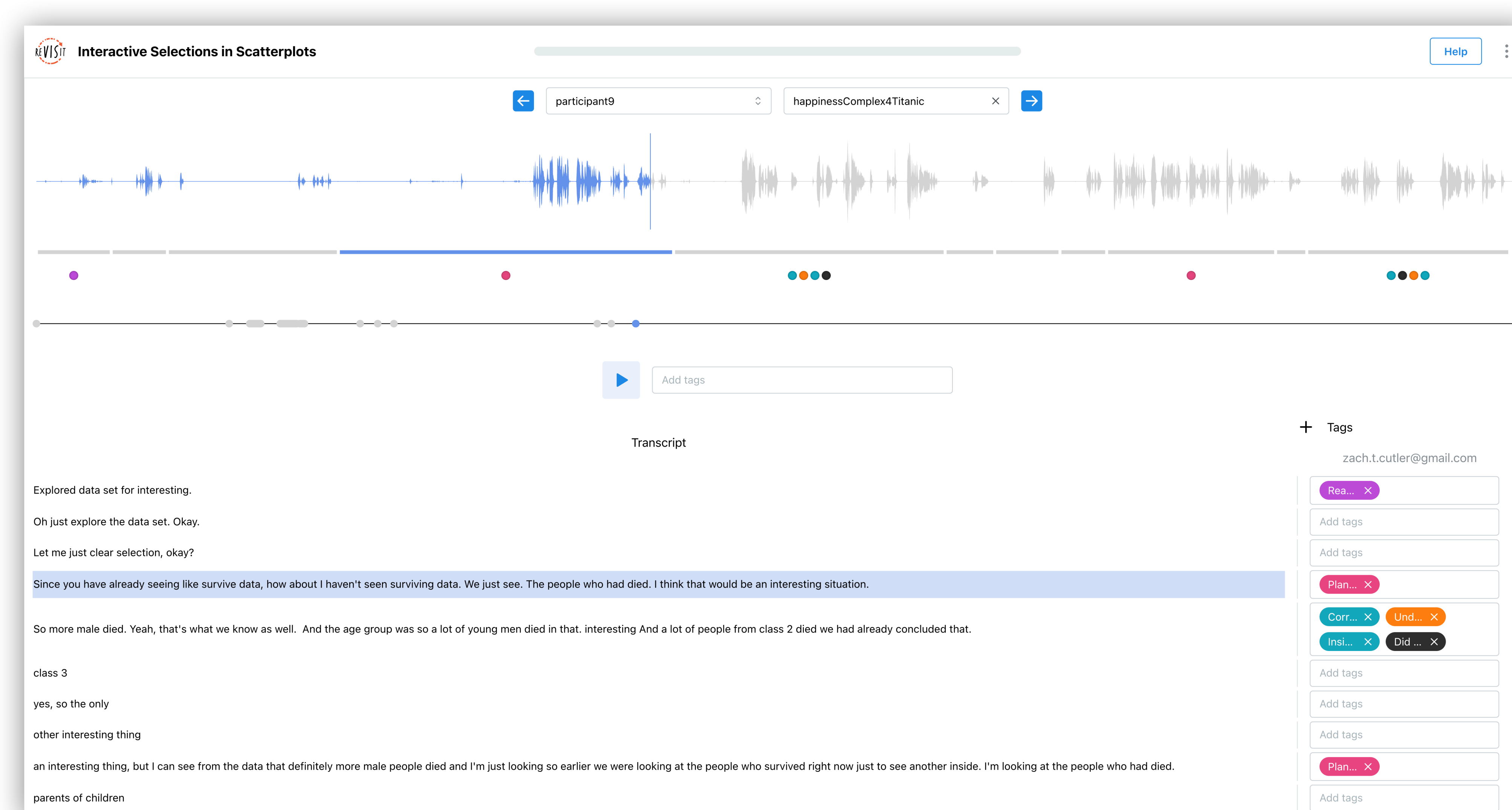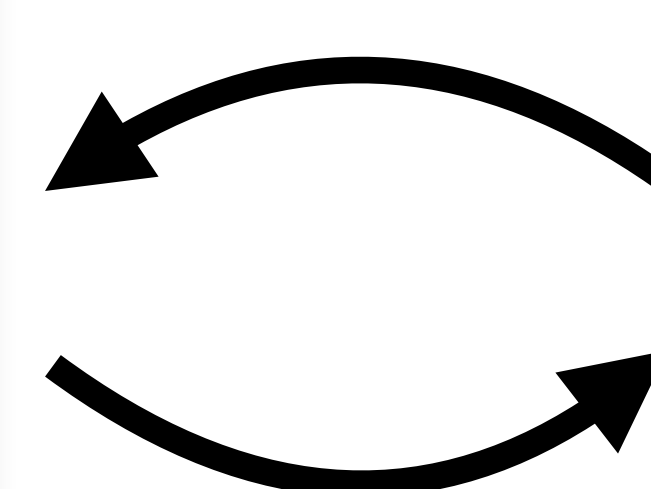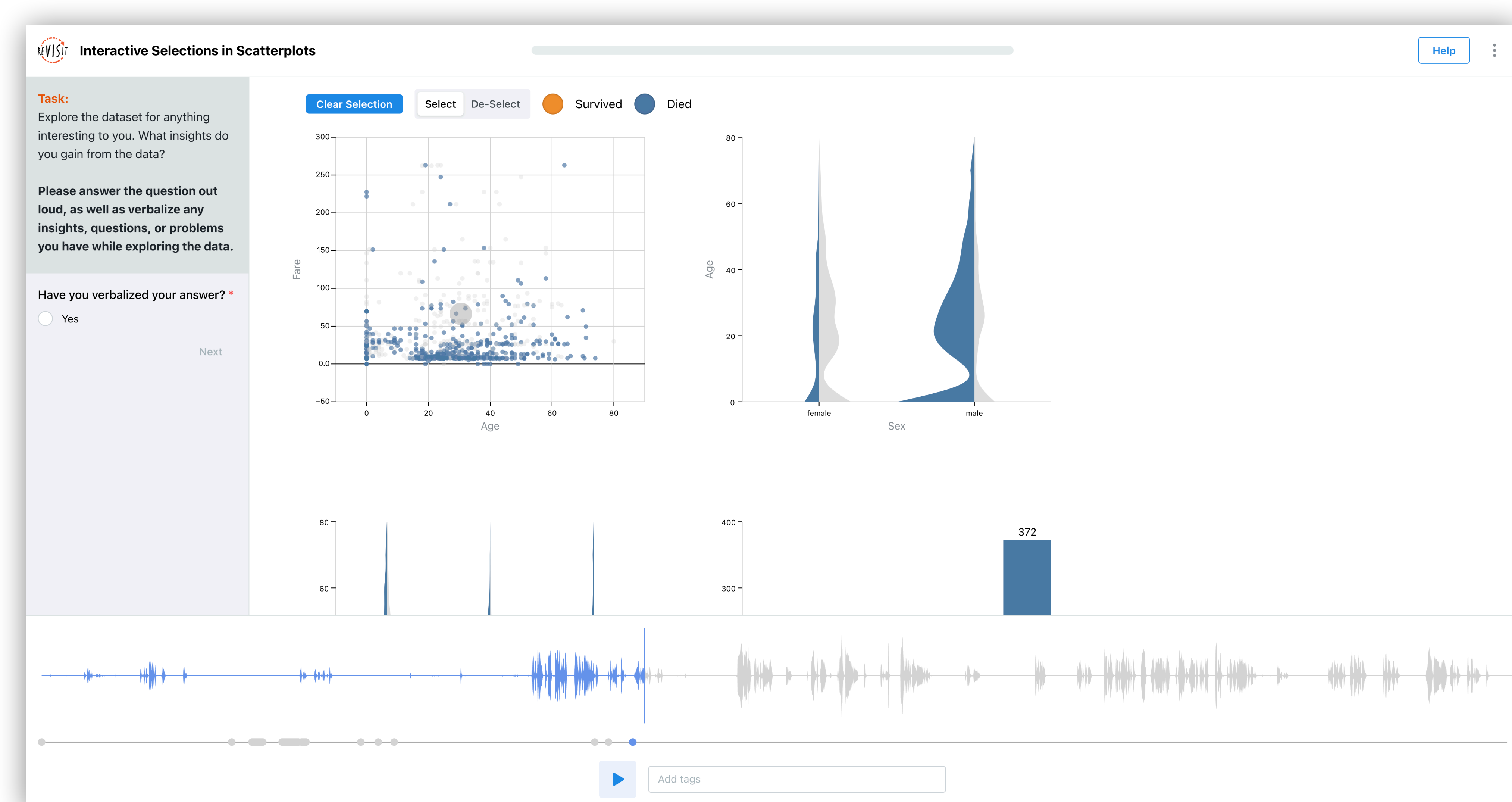

1 Create a think-aloud study with reVISit[1] with one additional line of code.

```
"recordStudyAudio": true,
```

2 Find participants via crowdsourcing platform, e.g. Prolific

Analyze Think-Aloud Studies

CrowdAloud can be used to analyze think-aloud studies, combining provenance and audio data to replay the study without recording a video, and provides tools a researcher needs to conduct a qualitative analysis.
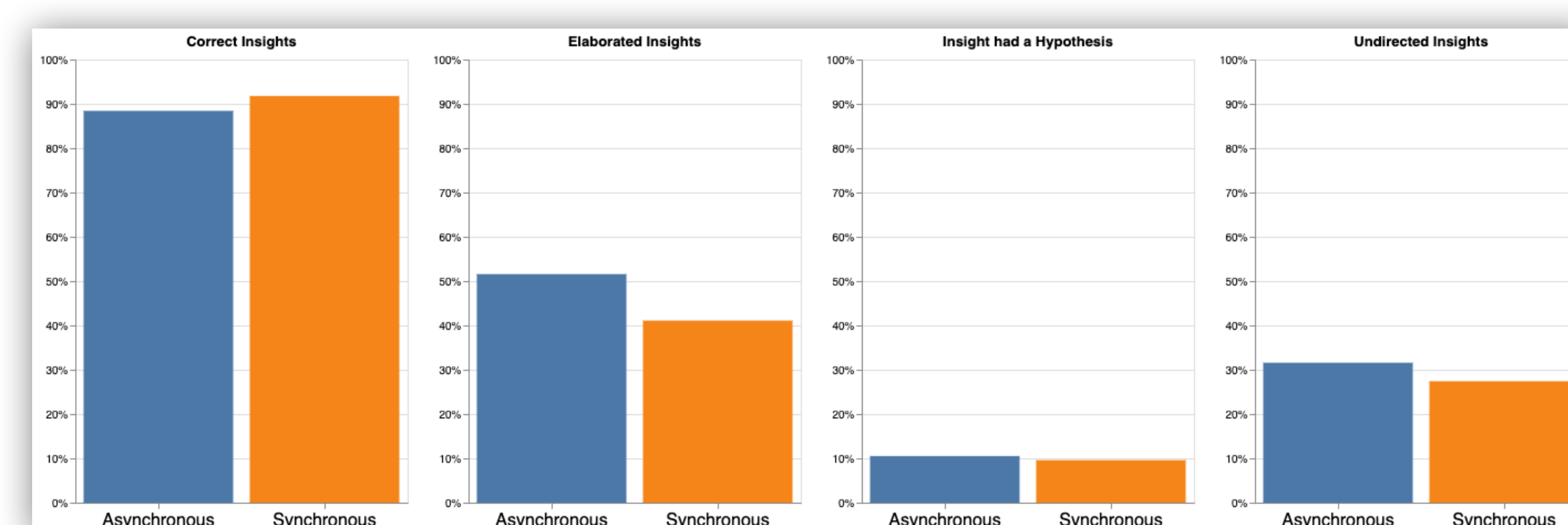

3 Review participant sessions. Listen to audio data, and view the state of the study during their session via provenance data.

4 Conduct a qualitative analysis of the audio data. Create a codebook, edit the automatic transcriptions, and tag text.

Do Crowdsourced Think-Aloud Studies Work?

We ran a user study to compare crowdsourced and in-person think-aloud studies, finding that crowdsourced participants **talk more**, **interact less**, and that the **quality of their insights and feedback are roughly equal**, depending on the task type.

[1] Yiren Ding, Jack Wilburn, Hilson Shrestha, Akim Ndlovu, Kiran Gadhave, Carolina Nobre, Alexander Lex, Lane Harrison reVISit: Supporting Scalable Evaluation of Interactive Visualizations IEEE Visualization and Visual Analytics (VIS), 31-35, doi:10.1109/VIS54172.2023.00015, 2023.

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visualization design lab

reVISit