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# **M@rsouin : The expertise of the Gis - Presentation**

- .ORG -

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**MARSOUIN.ORG**

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**50 researchers in 4 universities and 2 schools**

**Gathers Breton laboratories sharing two common features :**

**The study of Internet « usages » and Human and Social Sciences expertise**

## **4 main field of research**

### **Learning**

How digital technologies contribute to and transform new forms of learning.

### **Social interaction**

New technologies enable the creation of new sociability, new sharing processes, new information and knowledge production, new media.

### **Public area**

How can new digital technologies help public policy makers decide and citizen control.

### **Market**

Economic impact of digital technologies, e-commerce development, network economics.

## **Diversity of expertise, methodology and knowledge**

An observatory (OPSIS), an experimental laboratory on human factors(LOUSTIC) and multidisciplinary research groups (Economics, Communication studies, Social Cognitive Psychology, Education Science, Management Science, Political Science, Ergonomy, Sociology) able to :

- **Conduct** research programs

- **Evaluate** public policies
- **Collaborate** with business in a user-oriented conception process

M@rsouin is able to coordinate and integrate various approaches :

- User centric research process *Observation in real, context-specific situations, tests in laboratory, target users as regard to issues and needs addressed.*
  - Ability to bring expertise's at each stage of the conception process.
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## THE OBSERVATORY

***Couples academic research topics and surveys to produce original and meaningful analysis.***

**Methodology** Building questionnaires, sampling, through quotas to guarantee representativeness. Rigorous and up to date sampling in depth questionnaires.

**Content** pre-test, pilot studies, users needs,

**Treatment** cleaning database, statistical analysis (cross and frequency tab) specific treatment, multivariate analysis (typology, factorial analysis), econometrics.

## THE LABORATORY



## ***usages tested in real context***

LOUSTIC has three areas / platforms to optimize the creation of innovative technological products. and to allow for :

- The development of methods of observation
- Collecting and analyzing data
- The design of models and prototypes
- The recommendations for product improvement.

The different dimensions of acceptability are analyzed along four dimensions :

**Individual** : usefulness, usability, preferences,

**Social** : beliefs, values, cultural brands

**Economic** : costs and market analysis

**Legal** : analysis of interactions between law and practice