

	Notes plus Camera	Audio plus Camera	Video
Equipment	Paper, pencil and camera are easily available	Inexpensive, handheld recorder with a good microphone. headset useful for easy transcription. are easily available.	More expensive. Editing, mixing and analysis equipment needed.
Flexibility of use	Very flexible. Unobtrusive.	Flexible. Relatively unobtrusive.	Needs positioning and focusing camera lens. Even portable versions can be bulky.
Completeness of data	Only get what note-taker thinks is important and can record in the time available. Problem with inexperienced evaluators. :	Can obtain complete audio recording but visual data is missing. Notes, photographs, sketches can augment recording but need coordinating with the recording.	Most complete method of data collecting, especially if more than one camera used, but coordination of video material is needed.
Disturbance to users	Very low.	Low but cassette must be changed and microphone positioned.	Can be very obtrusive. Care needed to avoid Hawthorne effect.
Reliability of data	May be low. Relies on humans making a good record and knowing what to record.	High but external noise, e.g. fans in computers can muffle what is said.	Can be high but depends on what camera is focussed on
Analysis	Relatively easy to transcribe. Rich descriptions can be Transcribing data can be onerous or a useful first step in data analysis.	Critical discussions can be identified. Transcription is needed for detailed analysis. Permanent original record can be revisited.	Critical incidents can be identified and tagged. Automated support needed for detailed analysis. Permanent original record that can be revisited.
Feedback to design team	Relies strongly on the authority of the evaluator.	Material captured on tape is more convincing than notes but feedback relies on authority of evaluator	Hard to dispute material captured on video. Video clips are very powerful for communicating ideas.