



Guidelines for Empirical Evaluations of Conceptual Modeling Grammars

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ABSTRACT

Conceptual modeling grammars are used to create scripts that represent someone's perception, or some group's negotiated perception, of domain semantics. A number of researchers have proposed guidelines for the design of empirical research to evaluate the strengths and weaknesses of alternative conceptual modeling grammars. Although these guidelines have proved useful, there remains a need to clarify (1) criteria for evaluating grammar performance, (2) characteristics of grammars that can influence grammar performance, and (3) factors that must be considered when measuring the effect of grammar characteristics on grammar performance. We provide guidelines for addressing these three issues. We also illustrate how the guidelines would apply to studies that evaluate conceptual modeling grammars from an ontological perspective and discuss how the guidelines extend those offered in past research.

SPEAKER

Andrew Burton-Jones is an assistant professor in the Sauder School of Business at the University of British Columbia. He holds a B. Comm. and M.I.S. from the University of Queensland and a Ph.D. from Georgia State University. His first research stream seeks a deeper understanding of the meaning and consequences of system usage. His second seeks to improve methods for representing the world in systems analysis and design. He has published in *Information Systems Research*, *MIS Quarterly*, and other journals. Previously, he was a senior consultant in a Big-4 consulting firm.