

DESIGN ETHNOGRAPHY

Specialize Me

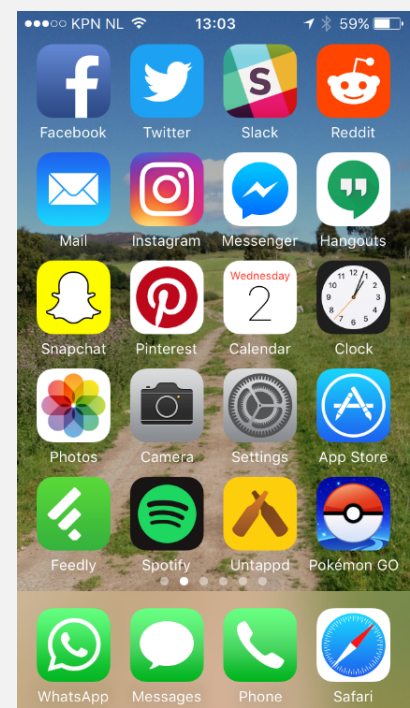
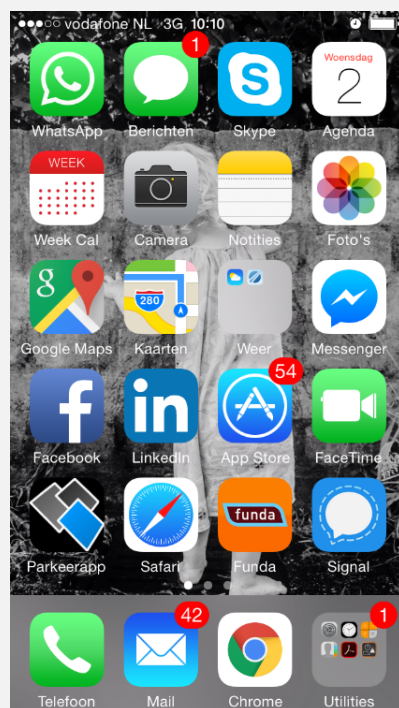
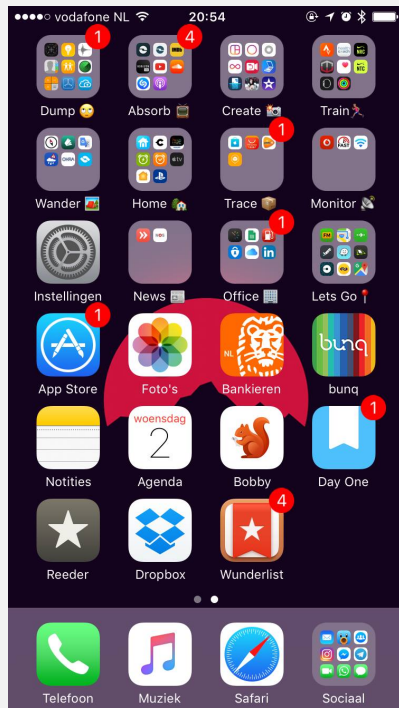
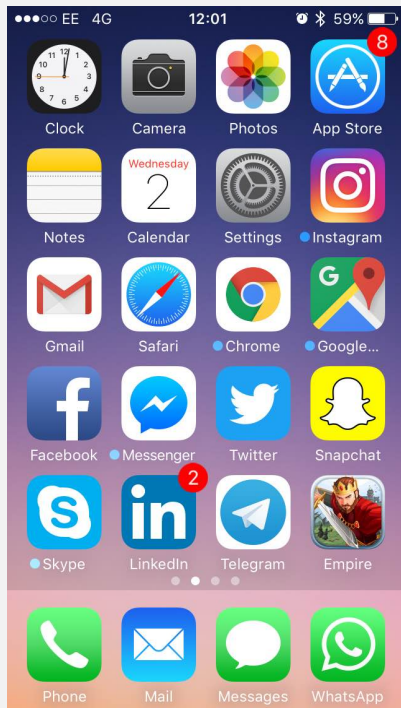
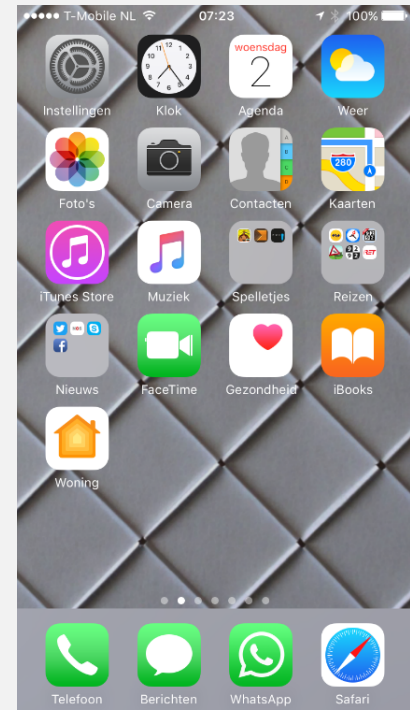
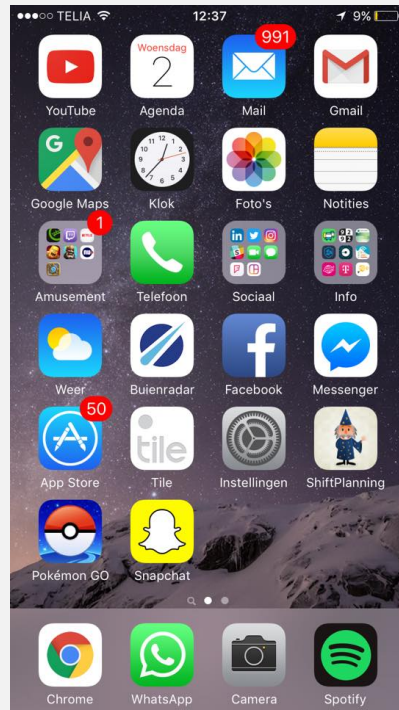
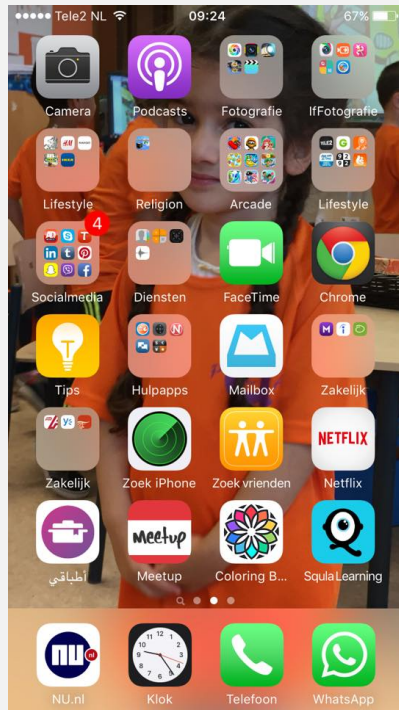
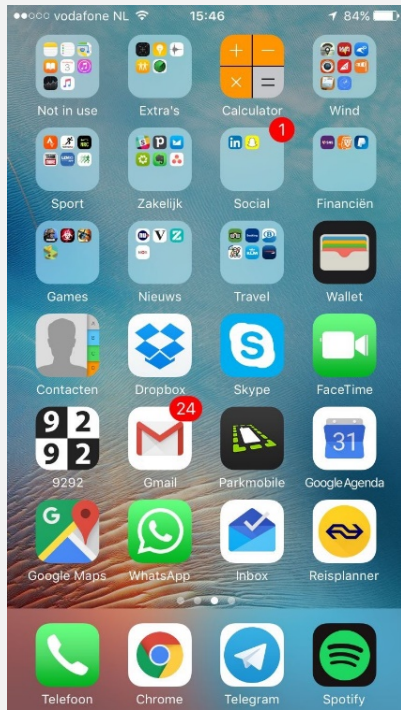
De onderzoekende technolog



PROGRAMMA

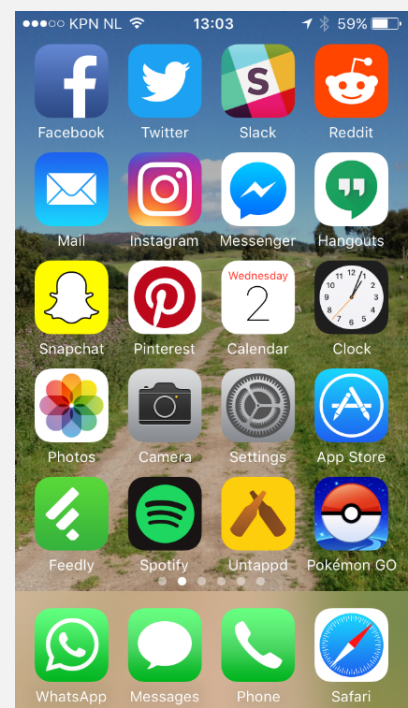
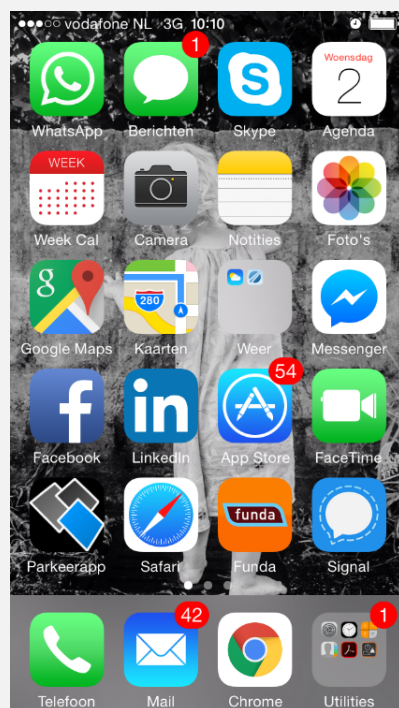
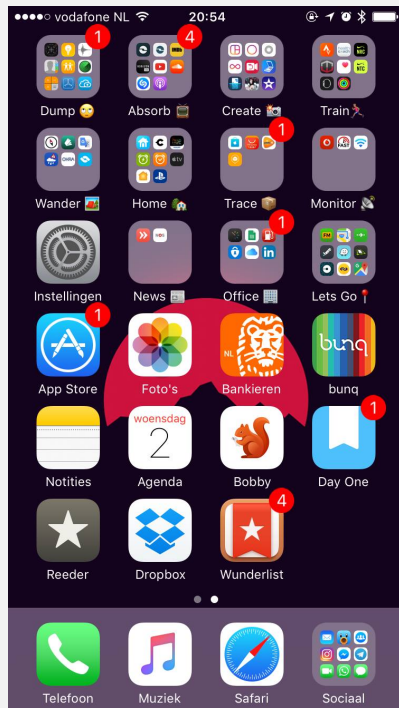
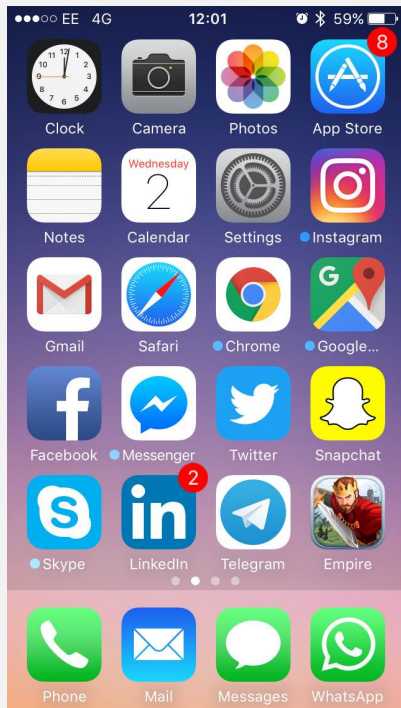
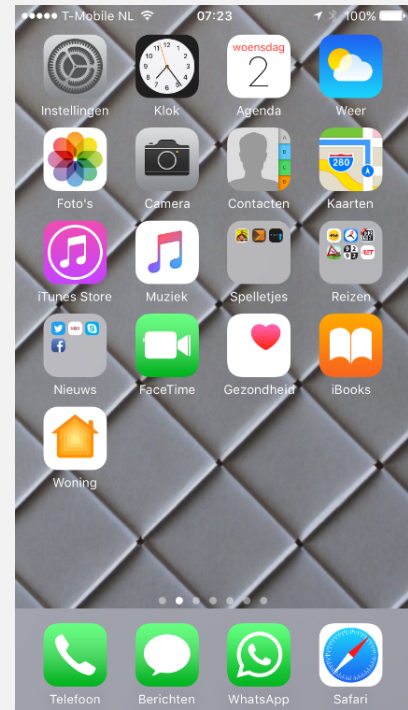
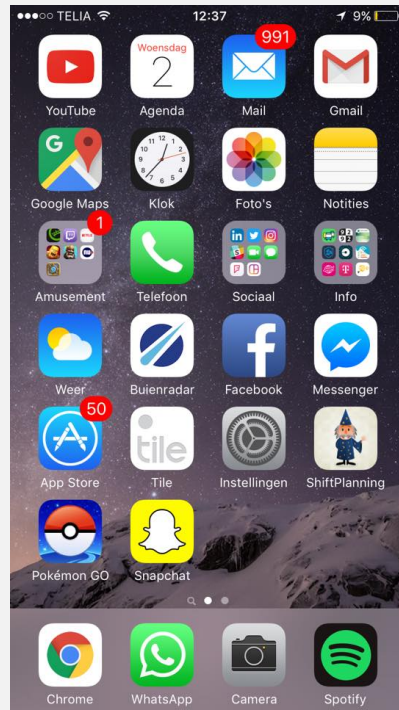
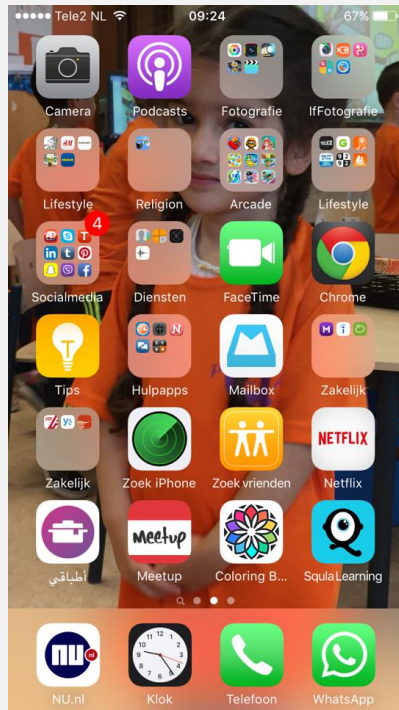
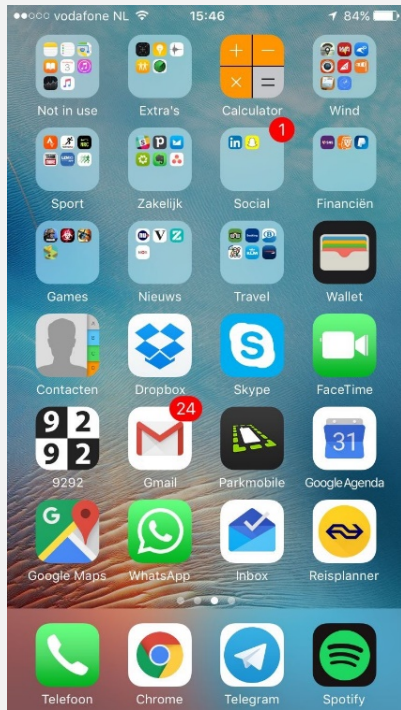
- Cultiveer nieuwsgierigheid
- Wat is etnografie?
- Waarom design etnografie?
- Etnografisch aanpak
- Methodes
- Zelf toepassen

CULTIVEER NIEUWSGIERIGHEID



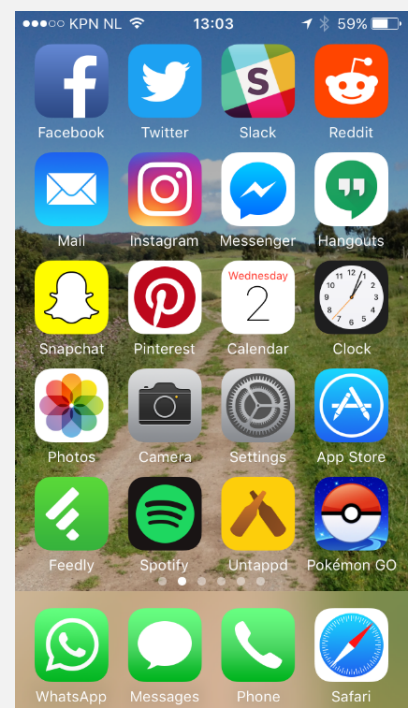
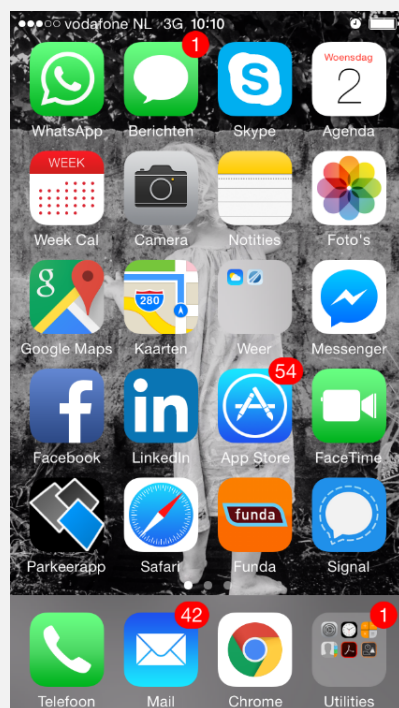
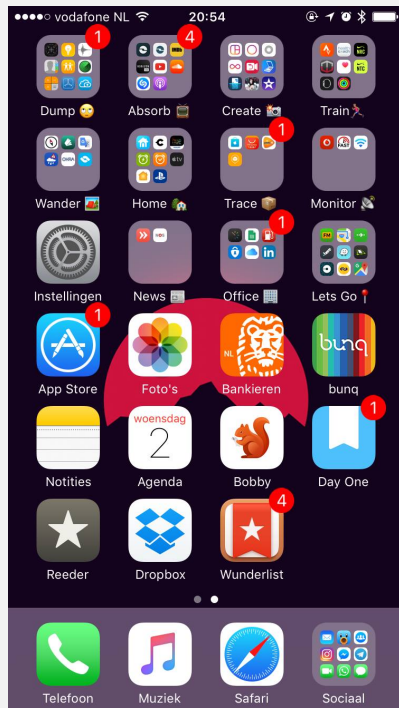
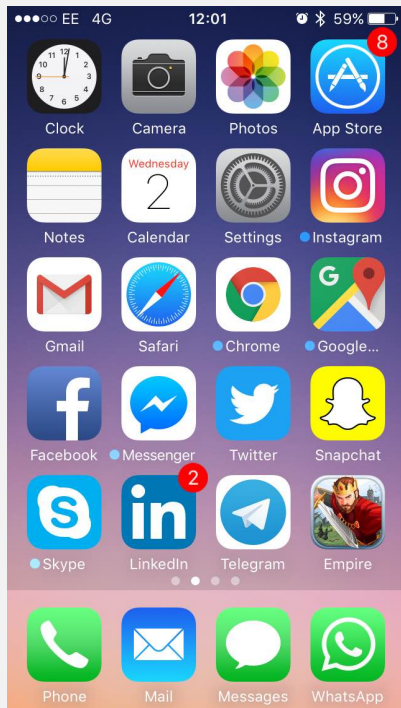
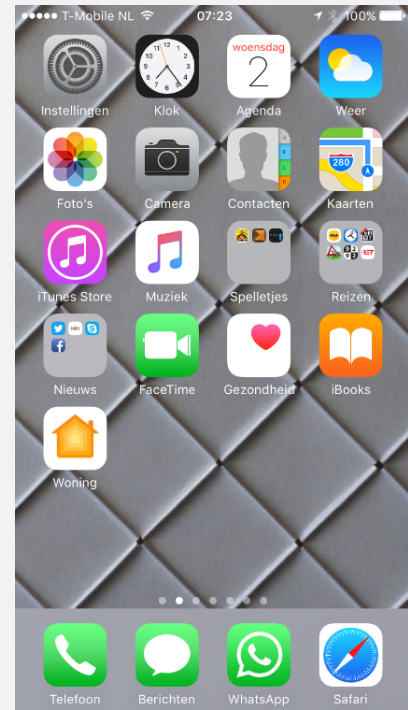
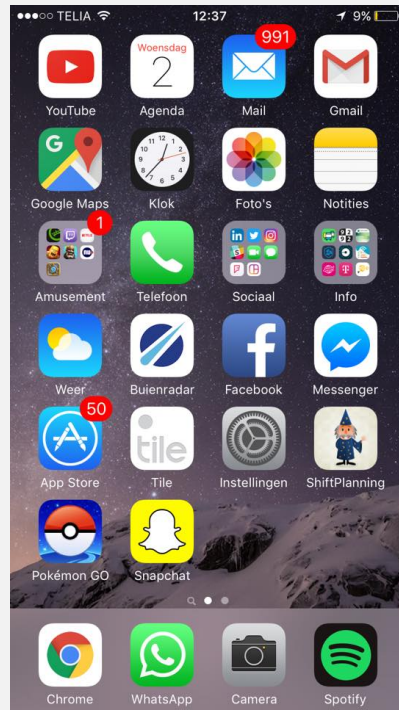
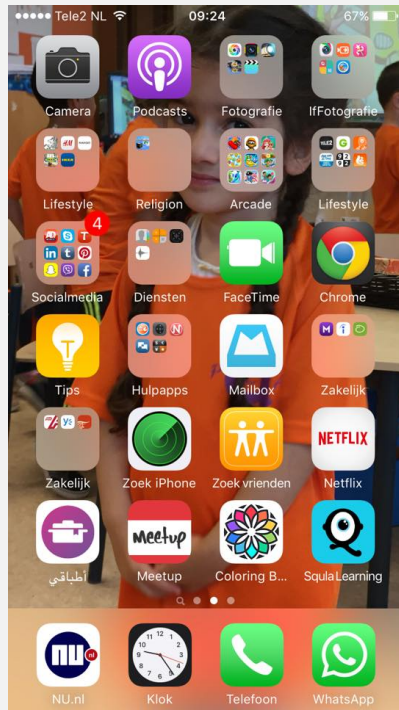
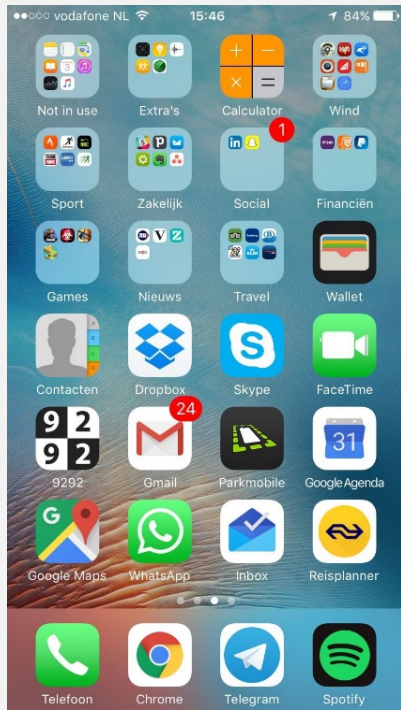
CULTIVEER NIEUWSGIERIGHEID

- In tweetallen: op welke aspecten kun je letten?



CULTIVEER NIEUWSGIERIGHEID

- In tweetallen: op welke aspecten kun je letten?
- Voor één aspect
 - Beschrijf je observaties systematisch
 - Wat valt je op? Welke conclusies kun je trekken? Welke vragen volgen hieruit?

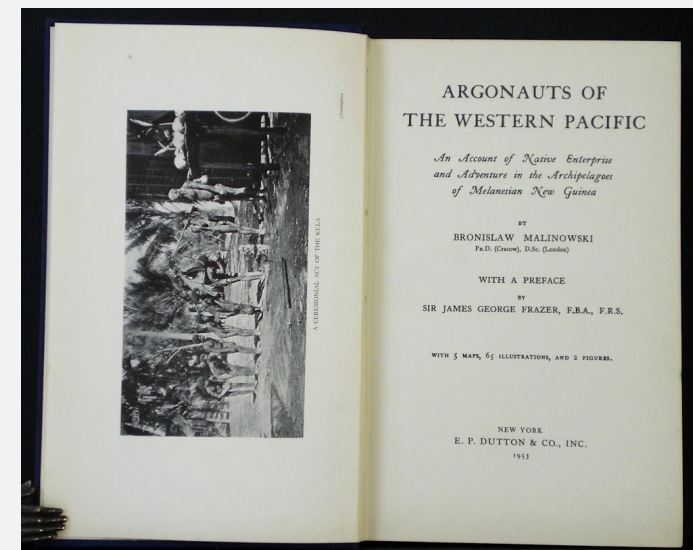


WAT IS ETNOGRAFIE?



ETNOGRAFIE

- Malinowski: The goal of the anthropologist is “to grasp the native’s point of view, his relation to life, to realize his vision of his world.”
- Doel is om ‘insider’s view’ te krijgen
- Dit wordt bereikt door mensen in hun natuurlijke omgeving te bestuderen dmv (longterm) veldwerk & observatie



WAT ETNOGRAFEN DOEN

- Onderdompelen in een sociale setting (voor langere tijd)
- Observeren gedrag van groepsleden
- Luisteren naar en deelnemen aan conversaties in de groep
- Groepsleden interviewen (voor dat wat niet zichtbaar is)
- Verzamelen en lezen van documenten over de groep
- Begrip en theorie ontwikkelen over wat er gebeurt
- Uitgebreid verslag doen over de cultuur en/of samenleving





DE KROEG

KROEG









DIT KAN NIET WAAR ZIJN

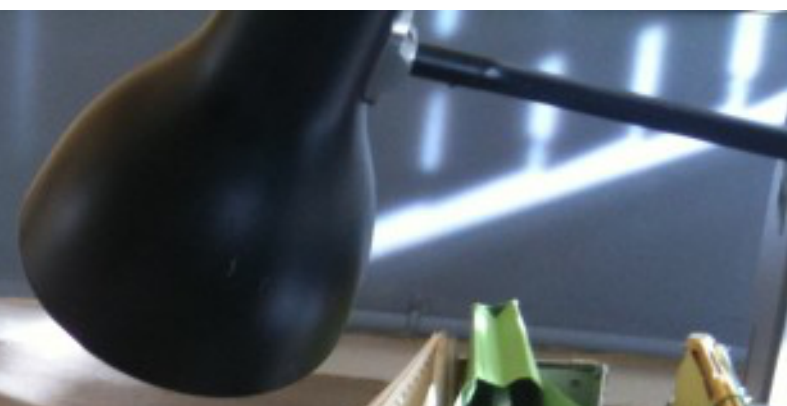
JORIS

LUYENDIJK

ONDER BANKIERS

atlas contact

DESIGN ETHNOGRAFIE



DESIGN ETHNOGRAPHY

- In de jaren 90 werden massaal computers geïntroduceerd op werkplekken
- Hierdoor ontstonden nieuwe werkwijzen en (sociale) interactievormen van grotere complexiteit dan voorheen
- Het was niet mogelijk om deze omgeving in een lab na te bootsen, daarom werd etnografie gebruikt om mensen in deze nieuwe werksetting te bestuderen

Human-Computer Interaction

Usability

User Experience

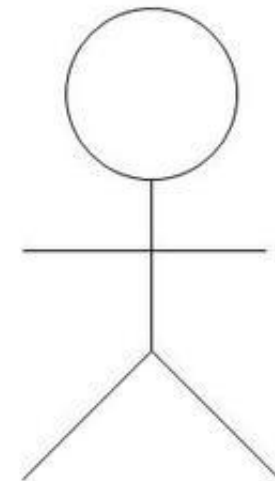
Interface



Computer



Interaction



Human



DESIGN ETHNOGRAPHY

- Richt zich op gedrag en gewoontes van leden van een sociale omgeving
- Uiteindelijk is het doel een interventie (design)
- Dus in design, etnografie is een manier van onderzoek die gericht is op inzichten opdoen, inspireren en mogelijkheden vinden, ipv iets bewijzen.

VOORBEELD



ETNOGRAFISCHE AANPAK

4 PRINCIPES VAN EEN ETNOGRAFISCHE AANPAK

- Natuurlijke omgeving
- Holistisch
- Beschrijvend
- Gezichtspunt van leden

natural settings



natural settings

A man with dark hair and a beard, wearing a dark shirt, is sitting on a blue metal bench. He is looking down and slightly to the right. The background is a blurred industrial or construction site with blue metal structures and various equipment. The overall scene is dimly lit, suggesting an indoor or shaded outdoor environment.

Ethnography is grounded in field work. By this we mean that there is a commitment to study the activities of people in their everyday settings. This requires that the research be conducted in a field setting as opposed to a laboratory or experimental setting. The underlying assumption is that to learn about the world you don't understand you must encounter it firsthand.

(Blomberg, page 125)

holism



holism



The emphasis on natural settings derives in part from a belief that particular behaviors can only be understood in the everyday context in which they occur. To remove a behavior from the larger social context is to change it in important nontrivial ways. This concern with how particular behaviors fit into the larger whole is often referred to as holism.

(Blomberg, page 125)

holistic view on truck drivers in India?



descriptive



descriptive

Based on fieldwork ethnographers develop a *descriptive* understanding of the lifeways of the group studied. Ethnographers describe how people *actually* behave, not how they *ought* to behave.

This leads ethnographers to assume a nonjudgemental stance with respect to the behaviors they study.

(Blomberg, page 125)

what's wrong? (in being descriptive)

“They’re still manually processing these “routine” documents. Passing hardcopy from person to person is such an inefficient way to update documents. An electronic mail system linked to an intelligent database could really improve their process.”

better! (in being descriptive)

“Several people handle the document before it is completed. All involved discover problems and are asked to account for change to the document.”

DESCRIPTIVE

members' point-of-view



members' point-of-view

Ethnography involves understanding the world from the point-of-view of those studied. With the realization that one can never truly get inside the head of another or see the world exactly as another does, research methods are aimed at getting as close as possible. Ethnographers are concerned with describing behavior in terms relevant and meaningful to participants. (contrast with questionnaires)

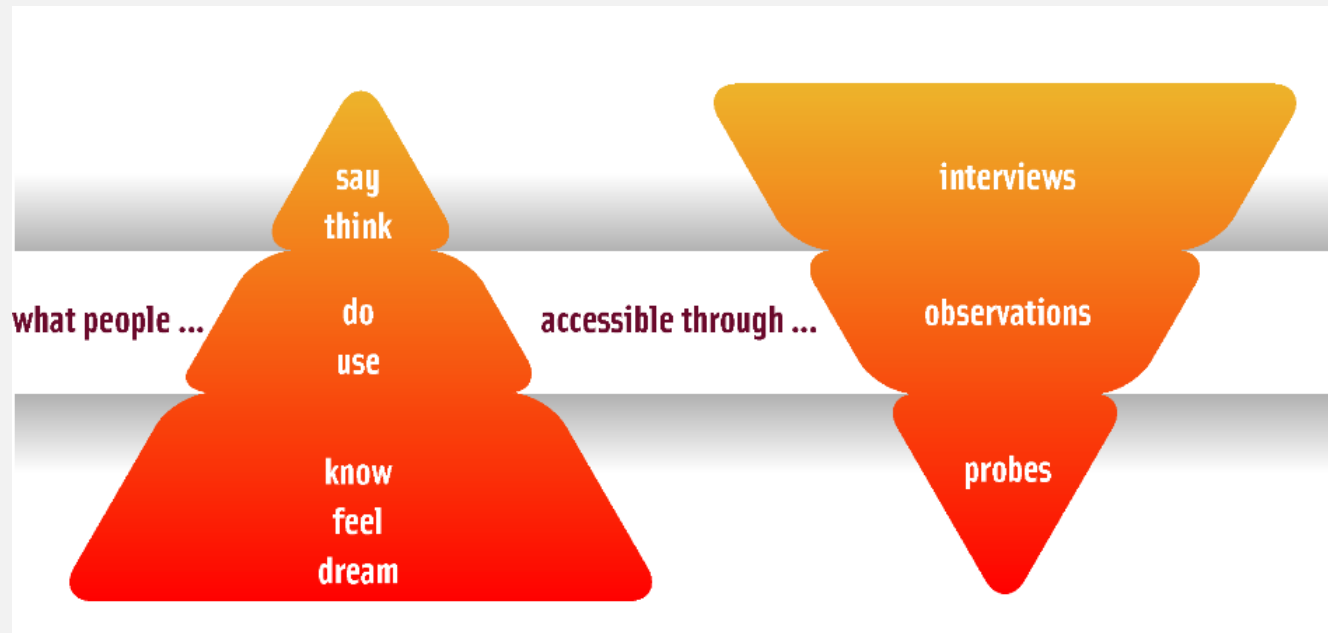
(Blomberg, page 125)

METHODES

METHODES

- Observeren
- Interviewen
- Lezen

METHODES



- Gebruik methodes altijd in combinatie!

VOORBEELD



NOG EENTJE



ZELF TOEPASSEN

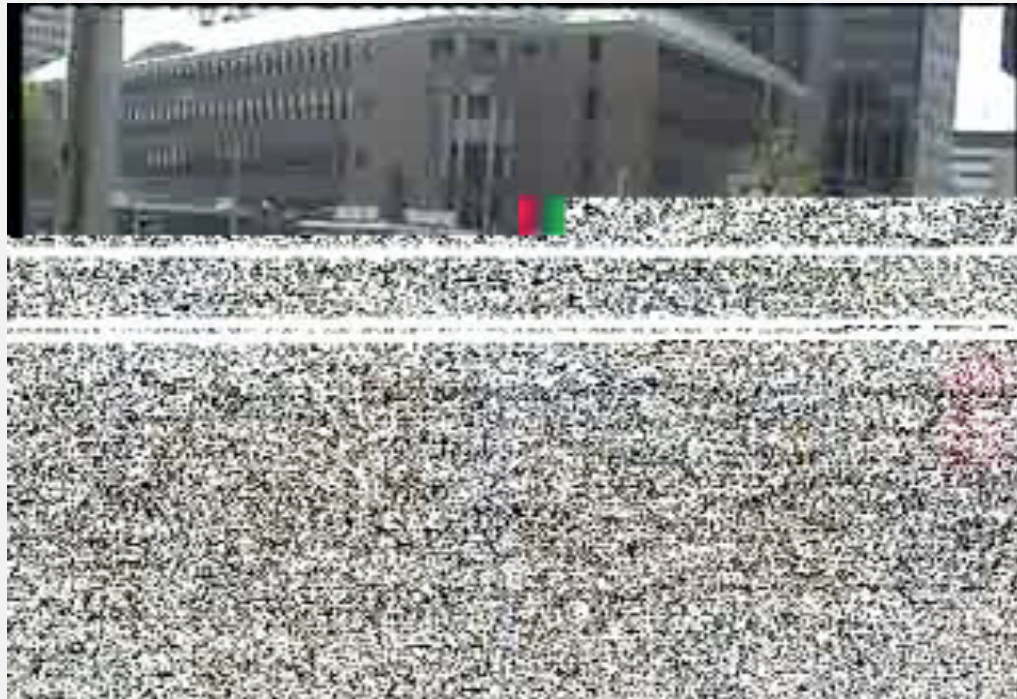
OBSERVEREN



WAT HEB JE GEZIEN?

- Veel of weinig opgeschreven? Hoe komt dat?
- Waar heb je op gelet? Er zijn verschillende focuspunten mogelijk
- Is alles wat je hebt opgeschreven descriptief? Let op verschil tussen observaties en interpretaties

OBSERVEREN MET FOCUS

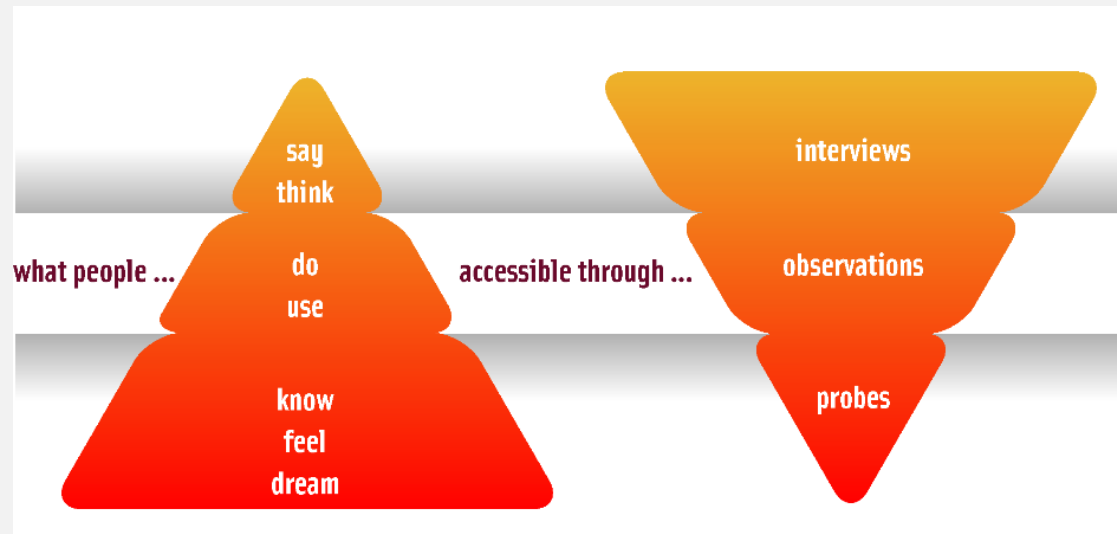


WAT HEB JE GEZIEN?

- Veel of weinig opgeschreven? Hoe komt dat?
- Waar heb je op gelet? Hielp het om met focus te kijken?

WAT HEB JE *NIET* GEZIEN?

- Wat ben je *niet* te weten gekomen?
- Welke vragen zou je de mensen willen stellen?



NOG MEER OBSERVEREN



HET VELD IN

- Maak tweetallen
- Kies een sociale context
- Bepaal een focus van observatie
- Ga observeren en maak aantekeningen
- Stel deelnemers aanvullende vragen
- Wat valt je op? Welke patronen kun je ontdekken? Wat leer je hiervan?
- Wees descriptief en cultiveer nieuwsgierigheid?

Focal point	Some questions to ask
Family and kids	Do you see families? How many children are there? What are the age ranges? What is the interaction between the kids? Between the parents and the kids? How are they dressed? Is the environment designed to support families/kids (e.g., special activities, special locations, etc.)?
Food and drinks	Are food and drinks available? What is being served/consumed? Where is it served/consumed? When is it served? Are there special locations for it? Are people doing other things while eating? What is the service like? Are only certain people consuming food and drinks?
Built environment	How is the space laid out? What does it look like? What is the size, shape, decoration, furnishings? Is there a theme? Are there any time or space cues (e.g., clocks on the walls, windows to show time of day or orientation to the rest of the outside)?
Possessions	What are people carrying with them? How often do people access them? How do people carry them? What do they do with them? What are people acquiring?
Media consumption	What are people reading, watching, and listening to? Did they bring it with them or buy it there? Where do they consume the media and when? What do they do with it when they are done?
Tools and technology	What technology is built in? How does it work? Is it for the customers or the company? Is it visible?
Demographics	What are the demographics of the people in the environment? Are they in groups (e.g., families, tours)? How are they dressed? How do they interact with each other? How do they behave?
Traffic	What is the flow of traffic through the space? Was it designed that way? What is traveling through the space (e.g., people, cars, golf carts)? Where are the high/low traffic areas? Why are they high/low traffic areas? Where do people linger?
Information and communication access	What are the information and communication access points (e.g., pay phones, ATMs, computer terminals, kiosks, maps, signs, guides, directories, information desks)? Do people use them, and how often? How do people use them? Where are they located (e.g., immediately visible, difficult to access)? What do they look like?
Overall experience	Don't forget the forest for the trees. What is the overall environment like? What is the first and last thing you noticed? What is it like to be there? How is it similar or different from similar environments? Are there any standard behaviors, rules, or rituals? [Think high level and obtain a holistic view, rather than concentrating on details.]

DE ROTTERDAMMER



VEEL SUCCES!

