

Intro to Design Research 2 / 2

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Last week, you learned..

- ♦ What Design Research may be.
- ♦ Discursive status of design and design research.

Let's continue to explore how and why we research design!



**TOURIST
INFORMATION**

2. How and Why to Research Design?

Main References:

- Frayling, Christopher. 1993. "Research in Art and Design." *Royal College of Art Research Papers*. [LINK](#)
- Stappers, Pieter Jan and Giaccardi, Elisa. 2013. "Chapter 43 Research through Design." *The Encyclopedia of Human-Computer Interaction*. Interaction Design Foundation. [LINK](#).
- Ingold, Tim. 2017. The Art of Paying Attention. *The Art of Research Conference*. [LINK](#)

Research and Design

research FOR design

Mainly aiming for producing an artifact.

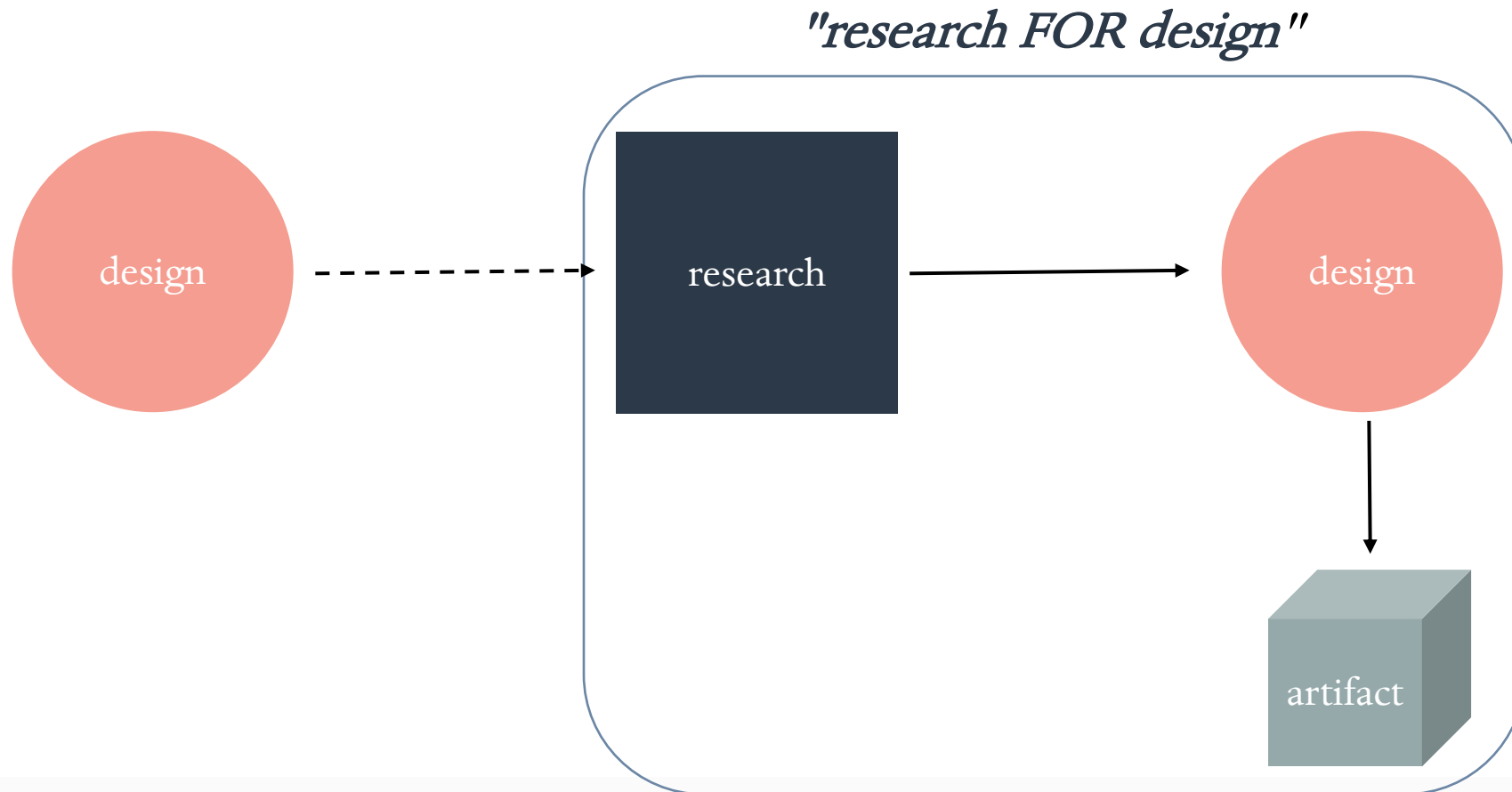
research THROUGH design

Focusing on diverse design processes that might lead or not to a creation of artifact.

research INTO design

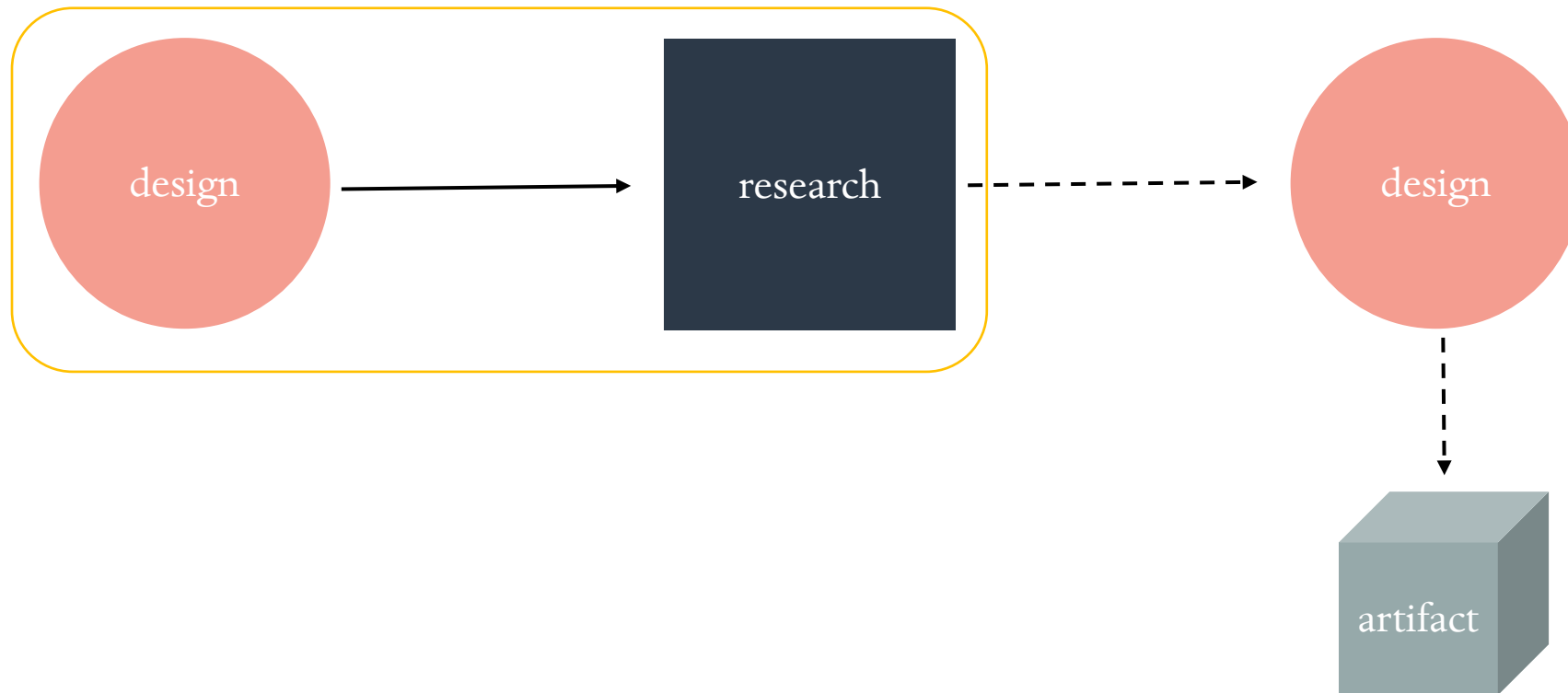
Exploring design from other lenses, such as history, technology and sociology.

Research and Design



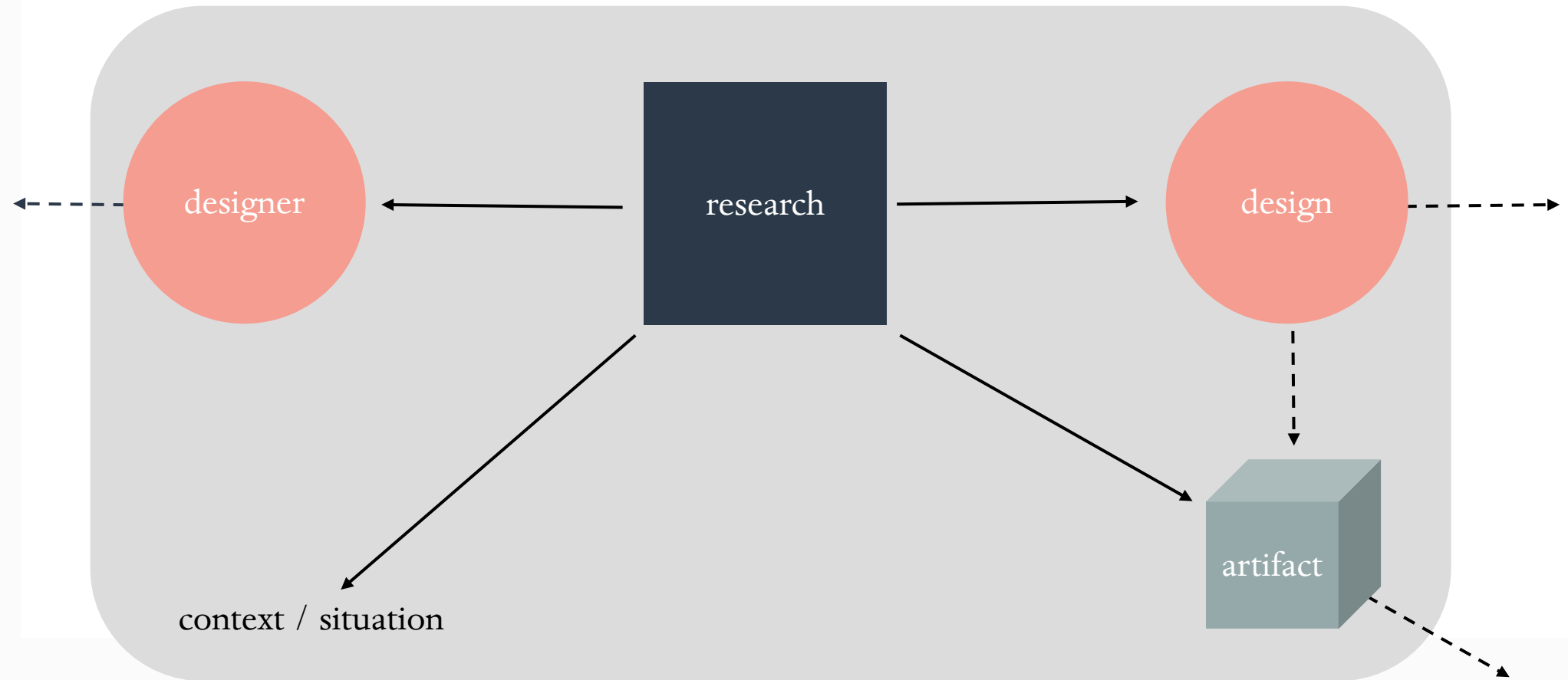
Research and Design

"research THROUGH design"



Research and Design

"research INTO design"



Research and Design

research FOR design

Mainly aiming for producing an artifact.

Examples:

- Secondary sources
- Case studies

research THROUGH design

Focusing on diverse design processes that might lead or not to a creation of artifact.

Examples:

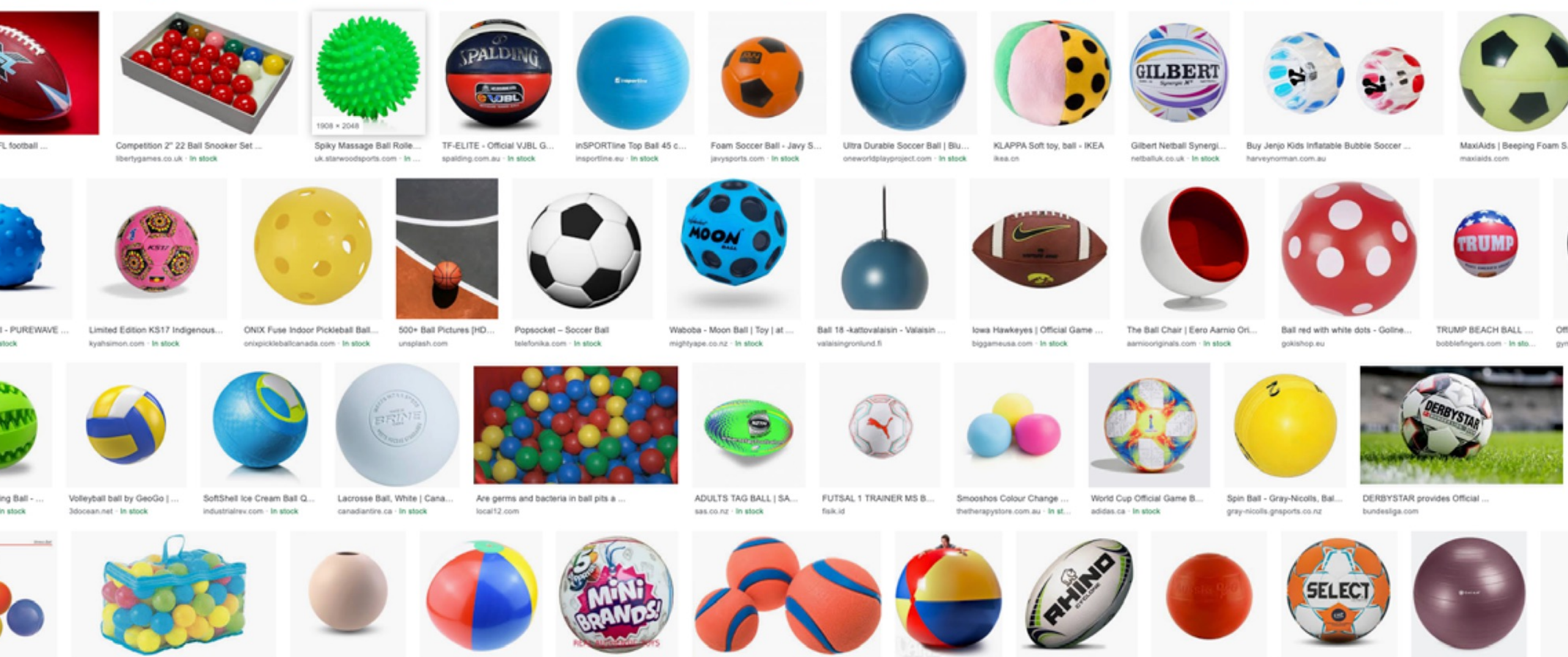
- Practice-led research
- Artistic research

research INTO design

Exploring design from other lenses, such as history, technology and sociology.

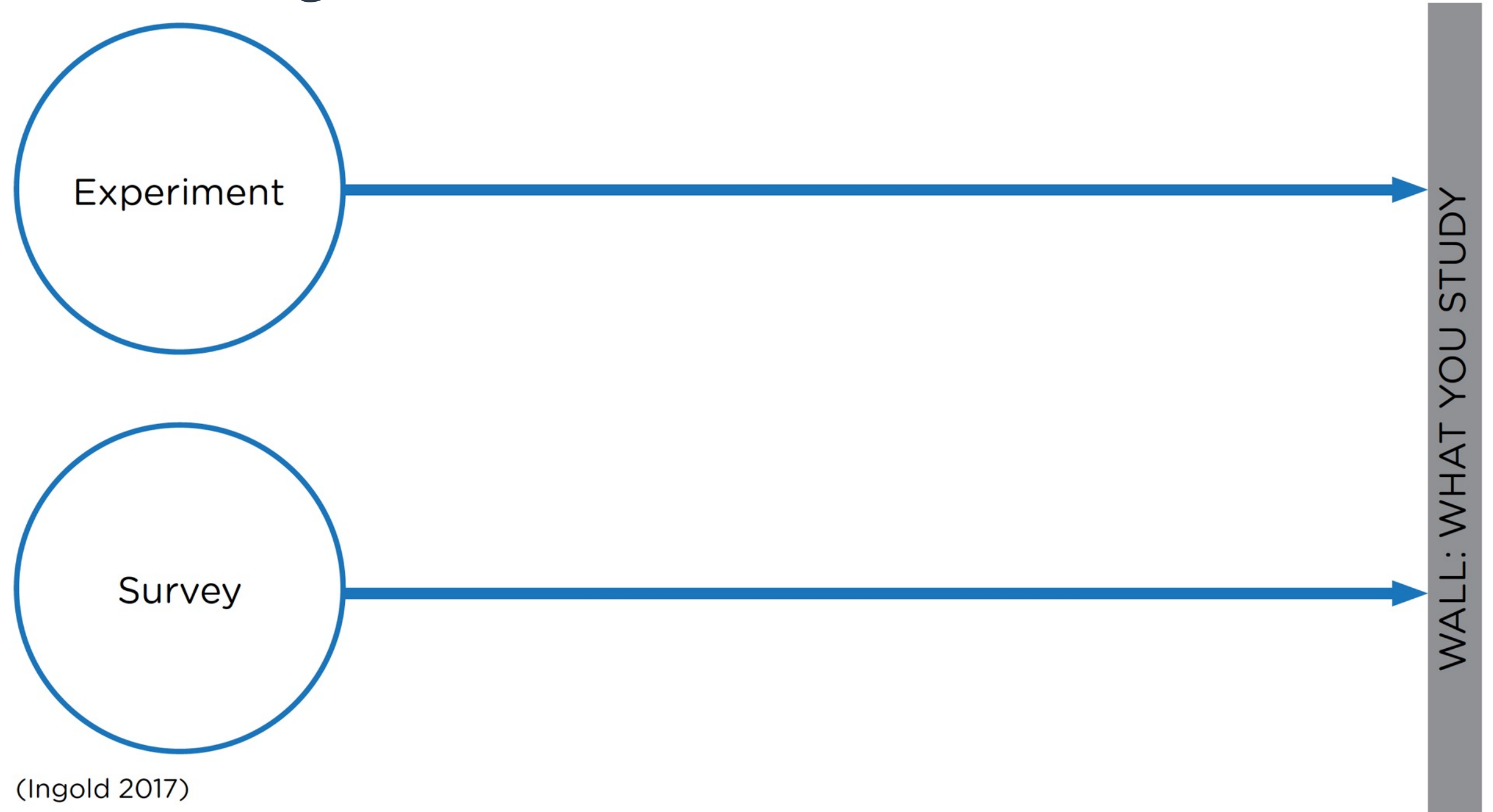
Examples:

- Qualitative (e.g. interview)
- Quantitative (e.g. survey)

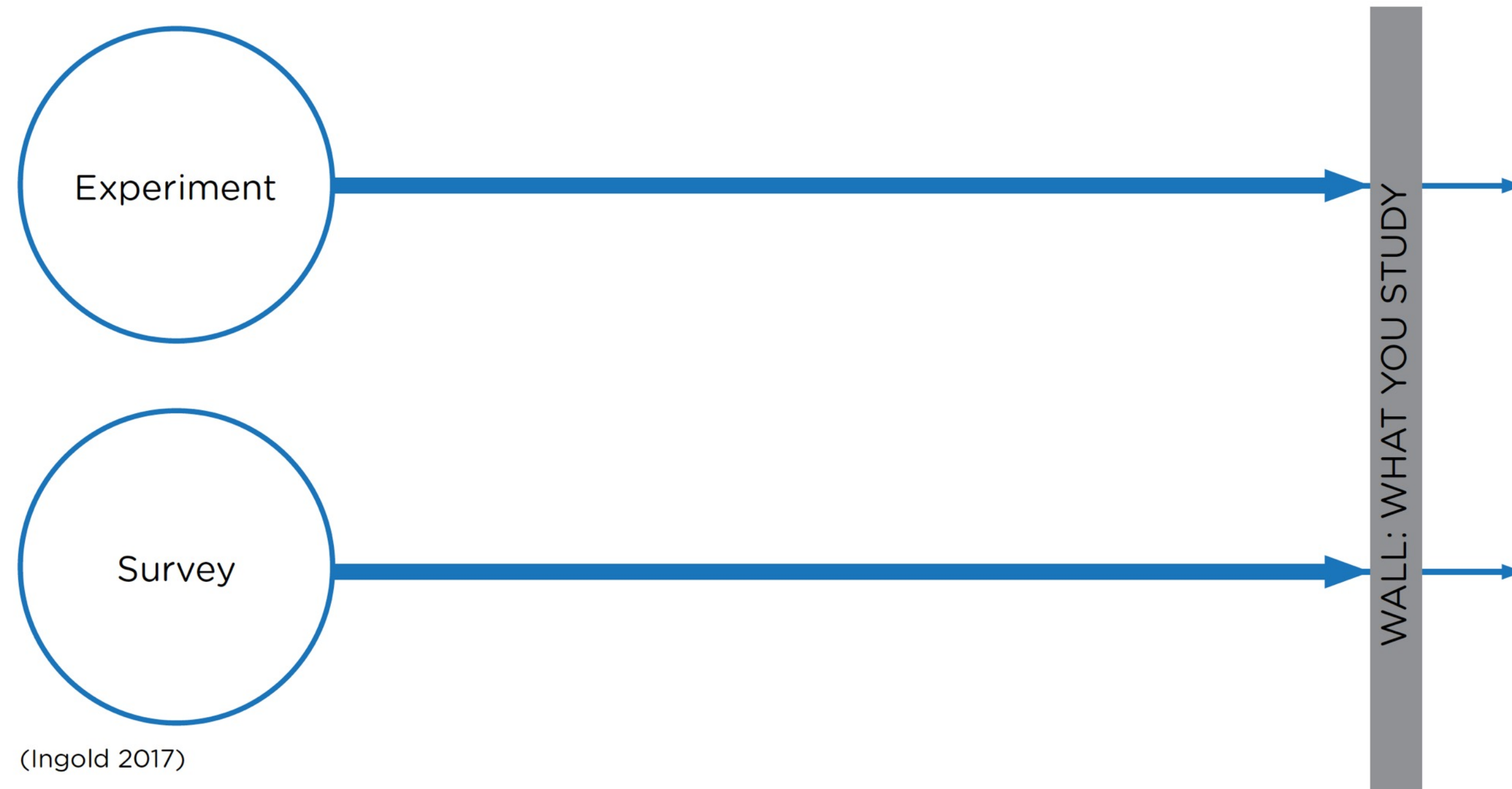


Choose your ball to play

Breakthrough Research? Hardball vs. Softball

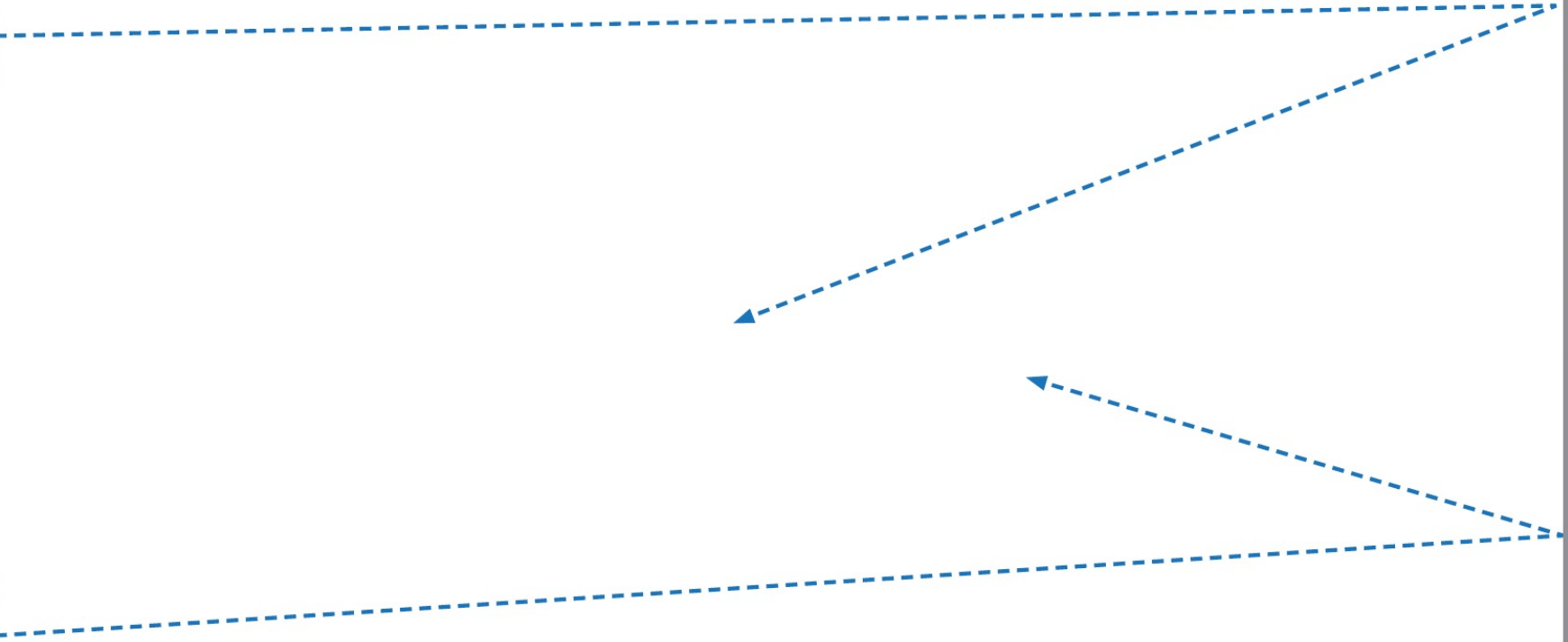
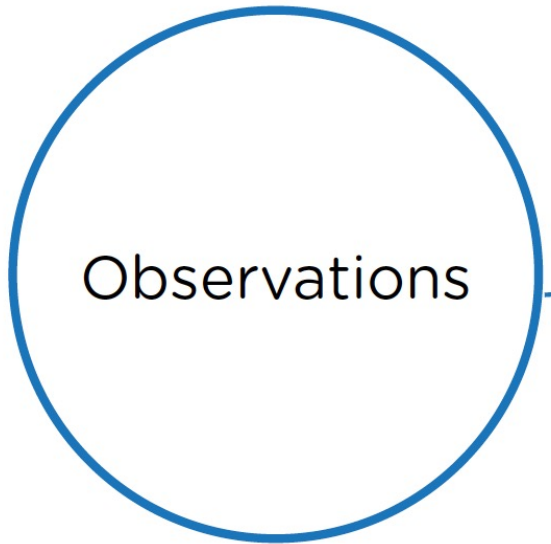


Breakthrough Research? Hardball vs. Softball

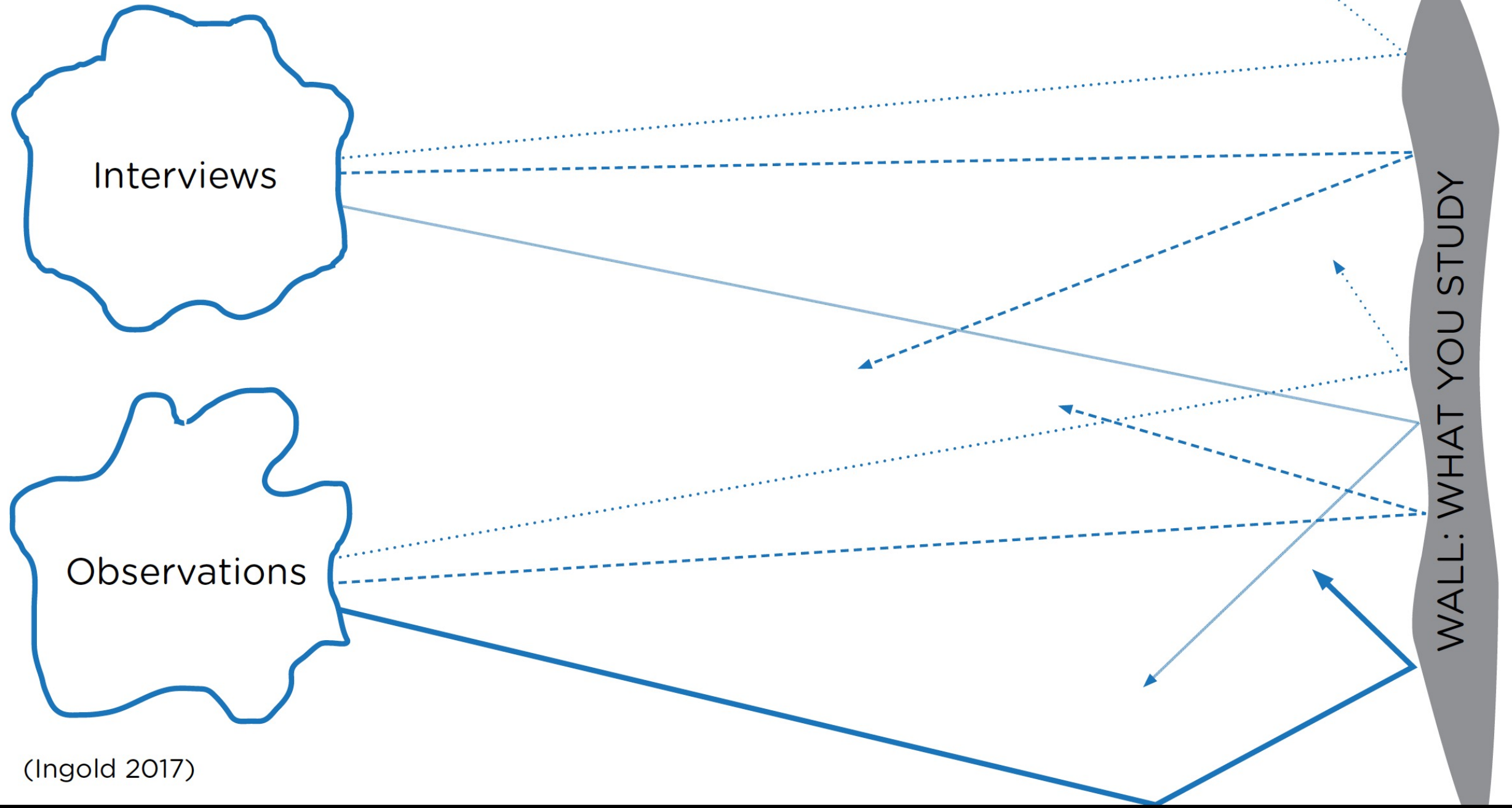


(Ingold 2017)

Breakthrough Research? Hardball vs. Softball



Breakthrough Research? Hardball vs. Softball



(Ingold 2017)

Why Design Research Now

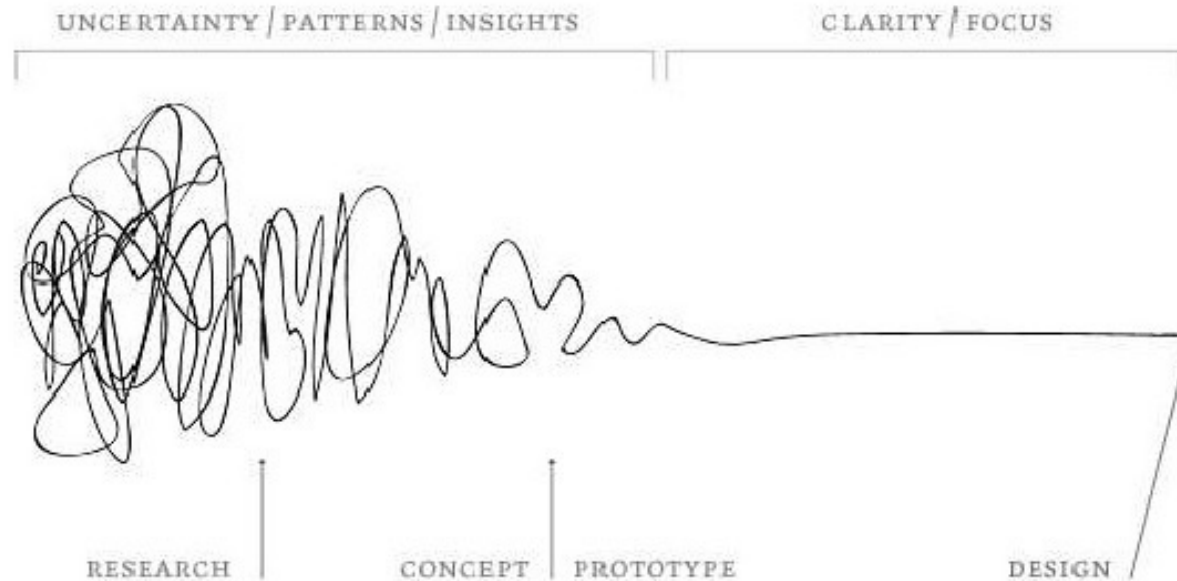
- ♦ Still novel and hot domain
- ♦ Many research topics to be explored (e.g. decolonization, more-than-human...)
- ♦ New generation of researchers (practitioner-researcher)
- ♦ Growing local / international community with(out) the university context
- ♦ Important future skill in many fields (how to connect *design thinking* and *doing*)
- ♦ Integrating both material and immaterial aspects

3. So What Can We do?

Main References:

- Cruger, Roberta. 2007. "Questions Everything." www.howdesign.com
- Fulton-Suri, Jane. 2003. "The Experience Evolution: Developments in Design Practice." *The Design Journal* 6(2).

Wearing a 'Researcher Hat' with Design



Document

- ♦ Observe
- ♦ Sketch / photograph / write

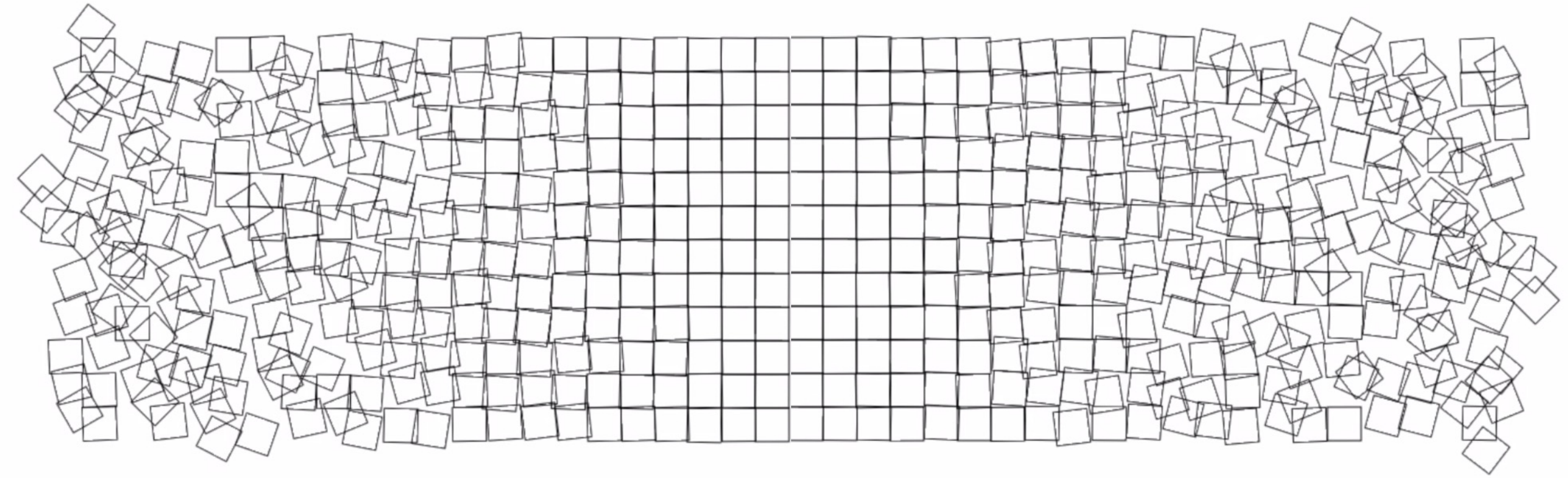
Contextualize

- ♦ Reflect / evaluate
- ♦ Plan / map

Engage & Communicate

- ♦ Dialogue
- ♦ Act / make / prototype

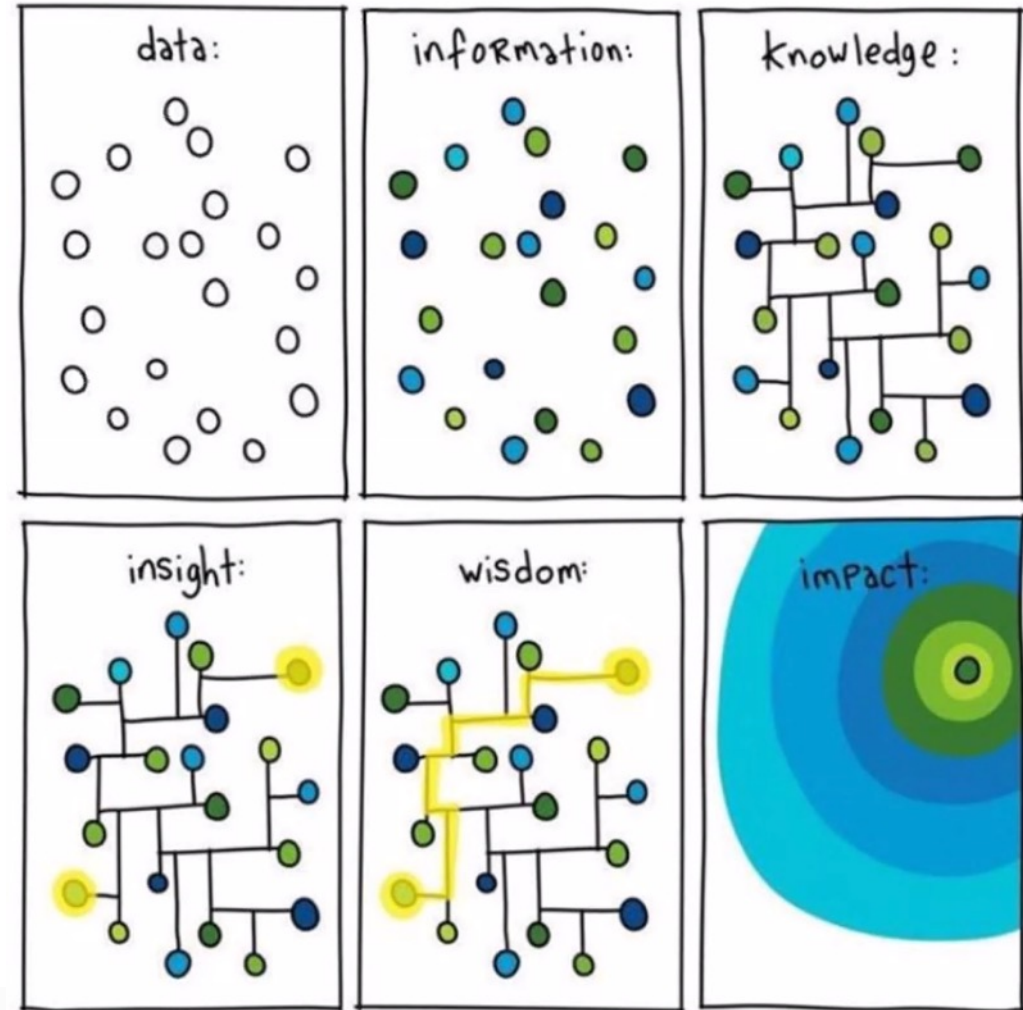
Wearing a 'Researcher Hat' with Design



Wearing a 'Researcher Hat' with Design

Choose your data
and methods


- Starting Point -
In the design process,
a particular need for
information



What Research You Have Done

Research Methods / Tools

- Interviews
- Observations
- Surveys
- Desktop research
- Personas
-

A large, multi-masted sailing ship, likely a clipper ship, is shown at sea. The ship is viewed from a low angle, emphasizing its height and the vastness of its sails. The sails are a mix of white and dark colors, and they are fully deployed, creating a complex, layered structure against the sky. The ship is moving through the water, with a small wake visible behind it. The overall scene is one of grandeur and readiness for a long voyage.

Almost ready...

...for your journey.

Research Ethics

- ♦ **Data management:** organized / responsible practice (reliability and trustworthiness)
- ♦ **Harm to participants:** psychological / physical harm (stress, discrimination, offensive words, etc.)
- ♦ **Invasion of privacy:** private vs. public (anonymity, personal details, etc.)
- ♦ **Lack of informed consent:** procedure! (transparency)
- ♦ **Deception:** transparent research conduct (manipulated findings, forced answers)
- ♦ **Plagiarism:** acknowledging original authors

Finnish Advisory Board of Research Integrity 2012

Rules of Conduct: Aalto University Students' Rights and Responsibilities ([LINK](#))

After this lecture, you will be able to..

- ♦ Familiarize the foundation of design and media as research domains
 - > *Plurality / discursiveness of design*
 - > *Approaches in design research*
 - > *Research ethics*

- ♦ Become excited about doing research in design / media.
 - > *Implications of design research*

time to fly

