

Today: **09:15 - 10:15 Affinity diagramming, framing insights**

**Research
analysis**

10:15 - 12:00 Data-driven analysis, Rupesh Vyas

13:15 - 14:15 Research Analysis, Taneli Heinonen

14:30 - 16:00 Group Tutorials (30 min. slot)

Group 1 (Room P310); Group 2 (F101)

Upcoming assignments

Upcoming assignments

[MyCourses > Assignments > Insights summary](#)

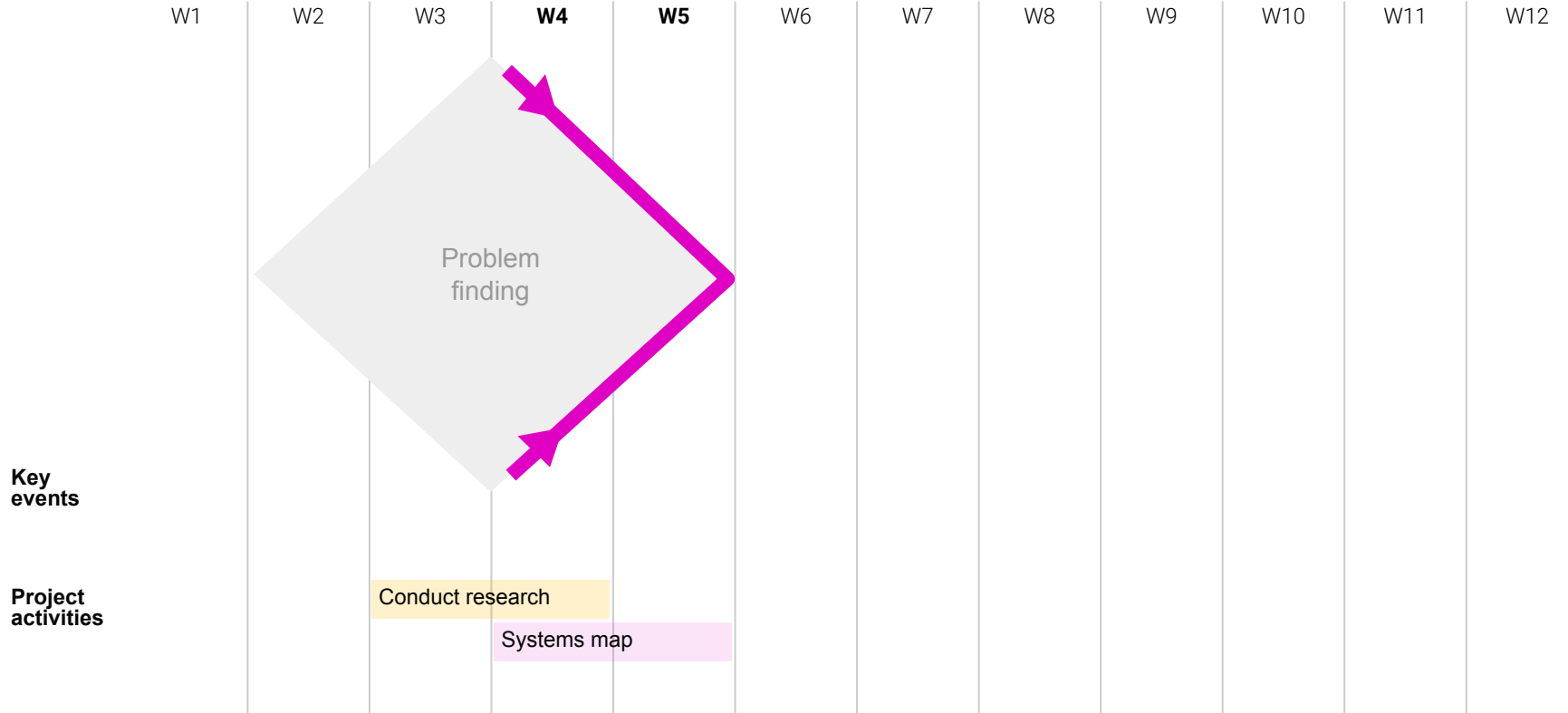
[MyCourses > Assignments > Systems map](#)

24.03 Blog I Blog peer feedback

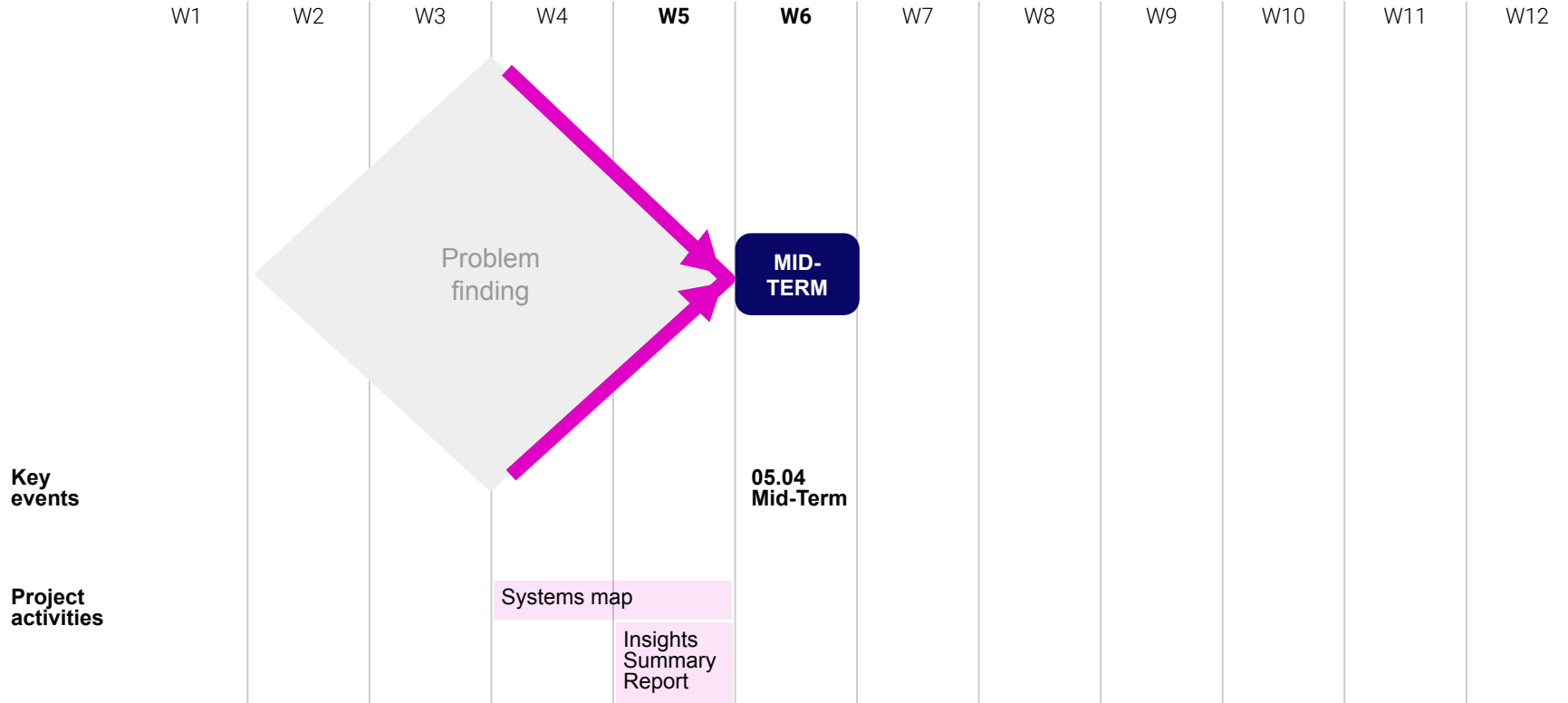
27.03 Insights Summary Report (template)

29.03 Systems map - Peer sharing

Period IV W4 & W5



Period IV W5 & W6



Analysis process

- 1. Collect research data: Combining data from multiple sources*
- 2. Organise & Structure: To help you identify patterns and relationships*
- 3. Sensemaking: Meaningful conclusions that result from using abductive thinking – the argument to the best explanation, and framing them as phenomena/problems/possibilities to your Project brief (RQs)*
- 4. Frame & Share: Identify opportunities and deciding what to solve*

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Framing insights

What is an insight?

What constitutes an insight to your project?

Framing Insights

1. Provide discovery (insight) around a specific topic, it provides an interpretation about *what it could mean*
2. They describe a phenomena, providing a cause and effect explanation, the reason they happen
3. An insight is NOT ONLY an observation. It is the synthesis of what I heard, what I saw, and your own intuition (inference) of what it could mean
4. They are not solutions or suggestions on how to fix a problem
5. Inspire action for others to act upon. Good insights lead to designing the right thing.
6. Research evidence, like quotes from interviews, pictures or figures from other sources, can be used to support them

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Not an insight: Halfway insight missing some reason why

Is this an insight?

The maternity box has a symbolic meaning to citizens, which goes beyond the box itself. This is why parents expect more information from Kela about additional information such as products' sustainability.

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Insight: Cause and effect. It identifies a pattern or phenomena and it provides the reason why

Is this an insight?

Expatriates' connection and disconnection with Finland change over time, based on their personal life experiences. These life moments are linked to certain life events which trigger responses to connect with Finland.

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Expatriates' connection and disconnection with Finland can change over time, based on their personal life experiences. These life moments are linked to certain life events which trigger responses to connect with Finland.

Insight (although it lacks some details): Cause and effect. It identifies a pattern or phenomena and it provides the reason why

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could be leveraged to create trust with oil heating users*

Not an insight framing but opportunity area. The insight behind it should uncover why is there a problem with trust

Insights Report

Title, framed as a statement or theme

Description

INSIGHT 1:

**CASH IS FOR TRANSACTIONS,
NOT FOR SAVING**

Myanmar's currency, the kyat, is seen more as a tool for transactions than a form of savings. Cash is volatile, cumbersome and often tattered and, given the country's history of currency denominations, it is not considered a valuable long-term investment.

Rather than keep thick wads of kyat on hand, the poor prefer to acquire tangible assets that provide other benefits, as was similarly found in other country studies (Chipchase et al. 2011, 2013). Many people choose to save in gold, currently a thriving market. Gold shops offer convenient locations and options for cashing in or out, unlike traditional banks.

People framed their logic for savings like this, "If I pay X amount for this asset now, I can sell it later when the need arises".

"I save a little bit everyday in two saving cans. One is not enough. Once they are filled up, I open them and buy gold with the money. When I need money, I will sell the gold". - ADH F28



Research evidence

Image: Chipchase et al. Afford TWO, Eat ONE: Financial Inclusion in Rural Myanmar. Research Report, 2014.

Aductive Process

Levels of abstraction



The analysis process (CIID): <https://vimeo.com/157994576>