

# Introduction to Research in Design and Media



Bachelor's Programme in Design

*Responsible Teachers:*

**Dr. Namkyu Chun** / [namkyu.chun@aalto.fi](mailto:namkyu.chun@aalto.fi)

University Lecturer in Design Communication / Dept. of Design and Art & Media / Aalto ARTS

**Dr. Lily Diaz-Kommonen** / [lily.diaz@aalto.fi](mailto:lily.diaz@aalto.fi)

Professor of New Media / Dept. of Art & Media / Aalto ARTS



# Editing Interview Transcripts

- ♦ No edits allowed? You can make corrections to mistakes made by your research participants.
- ♦ Managing the transcripts!
  - ♦ Labeling your transcribed interviews on your computing devices
  - ♦ Create an overview table about the interview for each transcript in the beginning (other than a summary of all research participants). Easy to grasp when you have many of these.
  - ♦ Backup backup backup (on your computer, external HD, cloud server, etc.)
  - ♦ Printing them out may give you different perspective
- ♦ Code book?
  - ♦ Presenting unedited interview transcripts that are relevant for certain findings.

# IRDM Session 10

## Interpreting Qualitative Data

Bachelor's Programme in Design

# Qualitative Data Analysis

- ♦ 'Connecting dots': Discovering relationships from the data to identify certain patterns or themes
- ♦ Investigator / researcher 'interprets' what the data conveys
- ♦ Data analysis?: A way to make the interpretation more reliable / transparent / trustworthy
- ♦ Coding: Labelling qualitative data to make the discovery easier (digital vs. manual)
- ♦ Way to explain how others may conclude the same finding(s) from the collected data
- ♦ Not all collected data are useful.
- ♦ Notes taken from the field often provide good starting points to make connections.
- ♦ Connecting finding(s) with previous research / literature strengthens your thesis.
- ♦ Visualizing rough connections can help you clarify / communicate the findings.
- ♦ Imagery data (e.g. photos taken, sketches, etc.) can support the textual data during the analysis.

# A 'theme' as:

- ♦ A category identified by the analyst(s) through his/her/their data;
- ♦ that related to his/her/their research focus (and quite possibly to the research questions);
- ♦ that build on codes identified in transcripts and/or field notes; and
- ♦ that provides the researcher with the basis for a theoretical understanding of his/her/their data that can make a theoretical contribution to the literature relating to the research focus.

# Thematic Analysis and Content Analysis

Visit [www.PEDIAA.com](http://www.PEDIAA.com)

THEMATIC ANALYSIS	CONTENT ANALYSIS
Thematic analysis is a method of qualitative data analysis that can be used with varying research designs	Content analysis is a data analysis method that can be used to analyze both quantitative and qualitative data
Analyzes qualitative data	Analyzes both qualitative and quantitative data
Helps the researcher create a logical structure for the research	Content data analyzed through content analysis can help to identify frequencies of data
Researcher focuses more on the frequency of the occurrence of various categories	Researcher's focus is on identifying themes and developing the analysis in the most cohesive manner possible

See more method literature under:  
MyCourses >  
Resources >  
Research Methods

*Vaismoradi, Turunen & Bondas, 2013*

Analysis phases and their descriptions	
Thematic analysis (Braun & Clarke, 2006: 87)	Content analysis (Elo & Kyngäs, 2008: 110)
<i>Familiarising with data</i>  Transcribing data, reading and rereading the data, noting down initial ideas.	<i>Preparation</i>  Being immersed in the data and obtaining the sense of whole, selecting the unit of analysis, deciding on the analysis of manifest content or latent content.
<i>Generating initial codes</i>  Coding interesting features of the data systematically across the entire data set, collating data relevant to each code.	<i>Organising</i>  Open coding and creating categories, grouping codes under higher order headings, formulating a general description of the research topic through generating categories and subcategories as abstracting.
<i>Searching for themes</i>  Collating codes into potential themes, gathering all data relevant to each potential theme.	
<i>Reviewing themes</i>  Checking if the themes work in relation to the coded extracts and the entire data set, generating a thematic map.	
<i>Defining and naming themes</i>  Ongoing analysis for refining the specifics of each theme and the overall story that the analysis tells, generating clear definitions and names for each theme.	
<i>Producing the report</i>  The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a report of the analysis.	<i>Reporting</i>  Reporting the analysing process and the results through models, conceptual systems, conceptual map or categories, and a story line.



+ ▾

Quotation from Selection

Add Coding

Code In Vivo

Quick Coding

Show

Documents

2 : 02 Satu Maaranen (also Pre Helsin...

Quotations No Selection

Codes No Selection

Memos No Selection








Hide ▾

02 Satu Maaranen (also Pre Helsinki).rtf

Document 2

02 Satu Maaranen (also Pre Helsinki).rtf

Comment

Fonts       

#00:19:50-5# interviewer: I guess you have meetings to make sure they understand.

#00:19:55-2# Yes, I have. We have separated meetings. There might be seven people and me and I have my sketches and then I explain very deeply. 'okay, we have this kind of dress. Okay, we want to have certain length of sleeve. The sleeve has to be narrow. We have to have dots or knots. How to do the inside work. What kind of zippers and patterns. All the details.

#00:20:25-1# interviewer: how about the personal work?

#00:20:28-6# I think that's a combination of those two. Like the technical part and very clear and systematic design. and then super artistic. I try to combine.

#00:20:42-3# interviewer: because you are known for the sculptural shapes.

#00:20:50-6# Yes, 3 dimensional thinking and how you can transfer a flat pattern into something very..

#00:21:00-7# interviewer: Normally do you start with pattern?

#00:21:05-3# It's combination of those two technic. Sometimes the only way to do it is on a doll first. Just take fabrics and start to put it together with the needles. I have done it for Marimekko as well and for myself. In some cases, it's much easier to start from the flat basic patterns. I might have a basic mens jacket pattern and then I have a vision in my head when I draw the pattern, I draw I over exaggerate so then the part, certain parts make smaller. Then When I see the first prototype, I can of course do 3 dimensional changes as well. It really depends on products.

#00:21:48-8# interviewer: do you have some kind of repertory, logic that you follow.

#00:22:11-2# Hm, like own rules in a way..? I think.. That's the only way you can make fast decision. You have to have something trust on. Some kinds of rules of your own. I would say it's about proportion and materials and how they should have always have contrast. I always want to combine two totally different kinds of things together. For examples, if the shape of the garment is super big and rounded for examples, then it's very important for example, the neckline is very tight or petite or certainly.. maybe the sleeve is narrower or short. Something to have the contrast with the big volume. Or in materials, if I use something super shiny or glossy black for example then next to it, I like to combine with maybe something super soft or hairy to break the hardness. In color as well. Same rule. If I have neon pink for example. I like to combine with some natural brown tone for example. To make the boat (?) thing stands out somehow.

#00:23:52-0# interviewer: I found that the material is quite important because you have to understand it. Where this comes from.

#00:24:07-9# In my personal collection, I always design the material by myself. I work with companies in Italy and India. In India, they are doing embroideries for me. I was designing the patterns for them for embroideries. For Italy, they do digital prints according to my file I send to them. In some cases, I order solid fabrics and then I paint here in Helsinki on top of those solid fabrics. So combination again. Sometimes, When I mix those techniques, I might print on top of embroidery or I might embroider on top of digital. I try to create the new twist. (laughing) Yes.

2-12...

FT: Artistic & Technical

FT: Design Approach

FT: Design Methods

2...

FT: Three Dimension

2-14 It's combina...

FT: Design Methods

FT: Three Dimension

2-15 You have to have somet...

FT: Design Approach

FT: Mixing Different Elements

2-16 In my perso...


FS: Globalization

FT: Design Methods

FT: Importance of Material

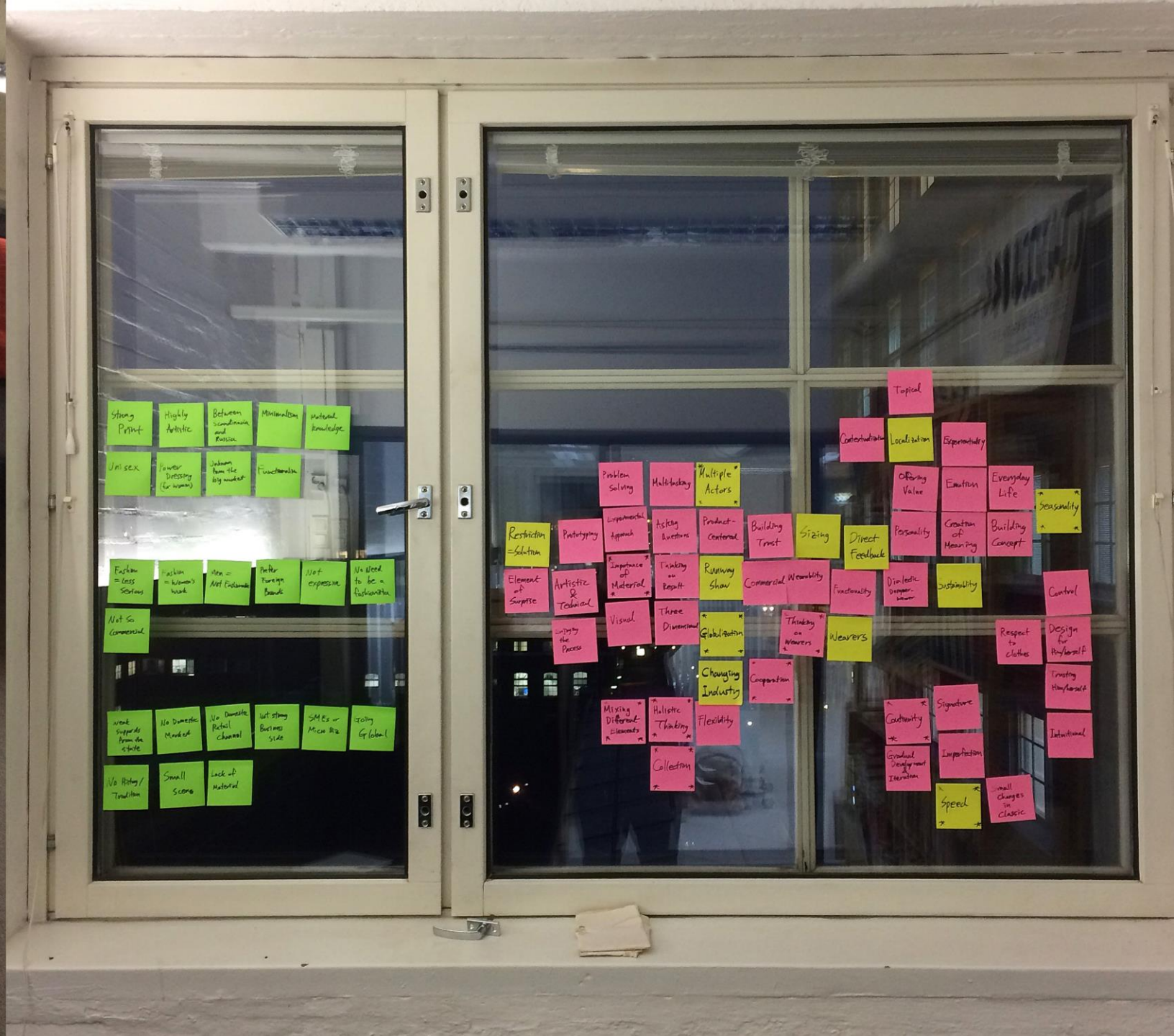
FT: Mixing Different Elements

☐ Show All Quotations





Analysis  
done via  
hands



# Code Book

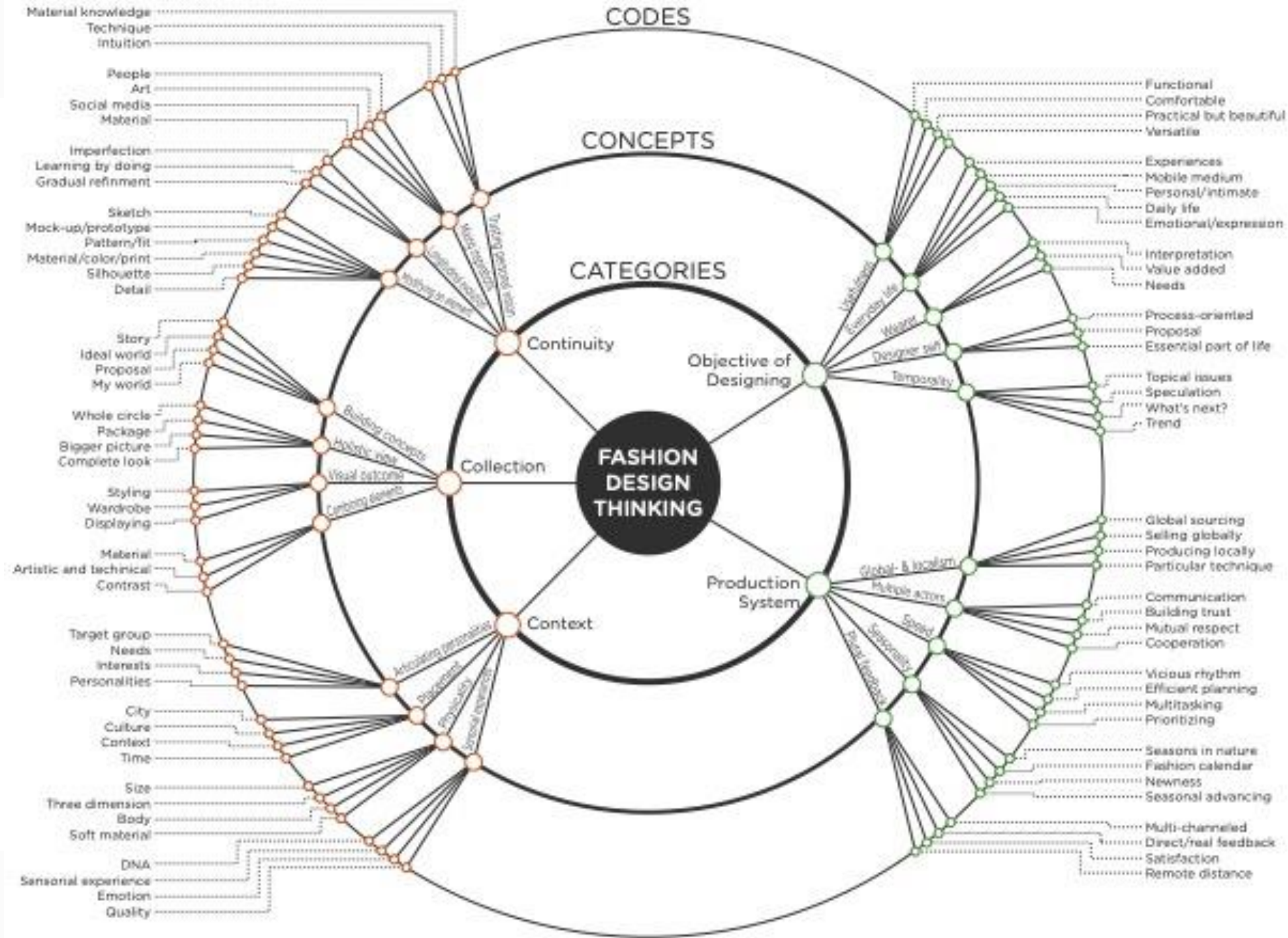
Data (Transcript and Field Note)	Code
when I make a collection, I think there are certain pieces that go together. (Respondent 1, interview, February 3, 2016)	<ul style="list-style-type: none"><li>-Whole Circle</li><li>-Package</li><li>-Bigger Picture</li><li>-Complete Look</li></ul>
Because we are doing many things at the same time and quite big things and have to have big picture in mind all the time. So how this all different things are going into the same direction. (Respondent 5, interview, February 24, 2016)	
I try to develop it to the other materials also that our sweater or sweatshirt, sweatpants would have the same feeling even though there are made in cotton. (Respondent 5, interview, February 24, 2016)	
The bigger picture also seeing what is lacking. (Respondent 3, interview, February 23, 2016)	
Very holistic. you need to keep developing the whole area of the picture all the time. You don't go into one area and finish that off and then move on to the next area. You just slowly develop it. [...] all the areas come into a view softly and gradually. (Respondent 9, interview, March 18, 2016)	
Everything we thought about together; so it's package. (Respondent 10, interview, April 1, 2016)	
You have to think very complete packet, everything through to make such successful brand. (Respondent 11, interview, April 6, 2016)	
it's kind of natural, because clothing is normally different pieces, what you are wearing, [...] you can have pants and shirt and jacket and scarf and hat and socks and so, like they are many items, in the, in one outfit already. And then we have to think about the collection and everything goes together and you can wear it, and then the collection looks good at the once. And I always think also that, how it looks in the, when when they are hanging in the sales moment, that I try to visualise how they will look in the rail. (Respondent 13, interview, April 8, 2016)	
this idea of collection that complement to each other. (Respondent 18, interview, November 30, 2016)	
We just think what's missing. what we need next in the next collection. (Respondent 15, interview, August 31, 2016)	
we want to think of how to bring something new to the collection like how to build the collection in a sense that it works best in the shop also building this wardrobe that has all the essential garments in it. (Respondent 16, interview, September 9, 2016)	

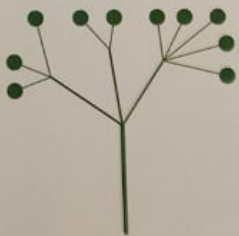
You attach the entire code book when you submit your thesis manuscript.

BUT you attach only a sample in appedix in your actual thesis to show how you did it to broader audiences.

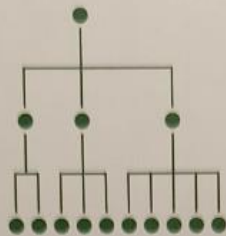


Analysis presented through a radial chart

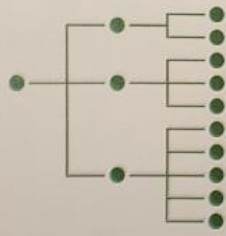




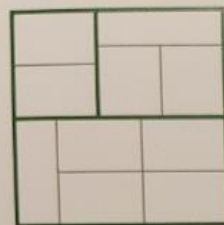
Chapter 01  
FIGURATIVE TREES 48



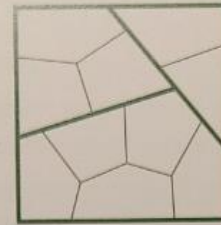
Chapter 02  
VERTICAL TREES 78



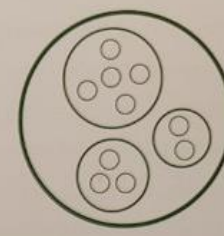
Chapter 03  
HORIZONTAL TREES 96



Chapter 07  
RECTANGULAR TREEMAPS 144



Chapter 08  
VORONOI TREEMAPS 158



Chapter 09  
CIRCULAR TREEMAPS 170



Chapter 04  
MULTIDIRECTIONAL TREES 110



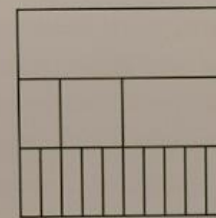
Chapter 05  
RADIAL TREES 122



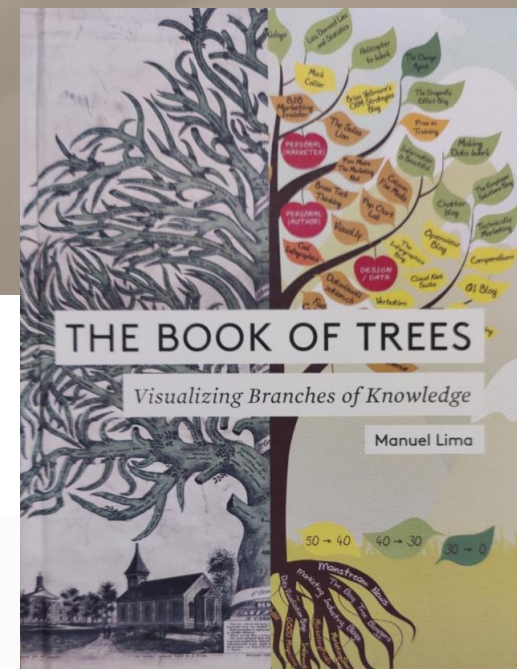
Chapter 06  
HYPERBOLIC TREES 134



Chapter 10  
SUNBURSTS 178



Chapter 11  
ICICLE TREES 190



Other ways to visualize  
your findings?



# Explaining your analysis

- ♦ Use the method literature to adopt the terms (show you know how to play the game).
- ♦ Describe how you actually did the analysis; so readers can follow and trust ('research ethics'!)

Data Set	Transcribed interviews (primary source), field notes, and photographs.
Open Coding	-Labeling codes to incidents (small chunk of meanings) from the data set. -Constructing concepts through comparison among the codes. -Identifying relevant literature for the concepts.
Axial Coding	-Identifying categories while refining concepts. -Understanding relationships among categories. -Comparing categories with literature.
Selective Coding	-Articulating the emerged categories by revisiting the codes. -Selecting representational quotes for the categories from the data. -Refining the description for the categories.
Results	Three Categories on the Practice of Fashion Design -Dimension of Process: Continuity -Dimension of Product: Collection -Dimension of Use: Context  Two Categories on the Culture of Fashion Design -Dimension of Meaning: Objectives of Designing (Internal) -Dimension of Material: The Production System (External)

Data Set	-Transcribed interviews (primary source of data). -Field notes and photographs from observations / physical artefacts. -Documents: News / social media, website, brochures (supportive source).						
Thematizing Placemaking	-Reviewing previous studies on the placemaking practice of fashion design. -Identifying three themes of placemaking. -Conceptualizing placemaking.						
Identifying Key Findings	-Exploring the data set to identify key findings. -Selecting relevant data for the findings. -Building descriptions for the findings by revisiting the data.						
Building Connections	-Identifying relevant themes of placemaking to each finding. -Explaining the connections between placemaking and the finding. -Articulating the descriptions of the finding.						
Results	Six Findings from the Case of Pre Helsinki in Two Sets <table><tr><td>Pre Helsinki's Practical Description</td><td>(1) Background (2) Origin (3) Activities (4) Main Actors</td><td>Fashion Designers' Expanded Role</td><td>(5) Characteristics of Pre Helsinki (6) Involvements of Fashion Designers</td></tr></table>			Pre Helsinki's Practical Description	(1) Background (2) Origin (3) Activities (4) Main Actors	Fashion Designers' Expanded Role	(5) Characteristics of Pre Helsinki (6) Involvements of Fashion Designers
Pre Helsinki's Practical Description	(1) Background (2) Origin (3) Activities (4) Main Actors	Fashion Designers' Expanded Role	(5) Characteristics of Pre Helsinki (6) Involvements of Fashion Designers				

# Interview Analysis Exercise

Individually: 20 mins

- ♦ Select two transcribed interview data (from assignment 10)
- ♦ Start labelling codes
- ♦ Find connections
- ♦ Write preliminary findings

In group: 10 mins

- ♦ Select one member to present the process.
- ♦ Present the process and check if peers discover the same findings as the presenter
- ♦ If not, discuss what factors may have affected different findings
- ♦ Discuss overall challenges from the analysis process, and ways to address them.

# Assignment 11

- ♦ Write a report presenting preliminary findings of your transcribed data from the interviews (from assignment 10) and a code book (check how your colleague did this in Aalto Doc. [Ilona's thesis](#), [Anh's thesis](#), [Vera V's thesis](#)).
- ♦ Use either content analysis or thematic analysis. Explain why you chose that method, and how you actually analyzed your data (transcribed interviews) step by step. The thesis is a self-standing / self-explanatory document. Most obvious things often need to be explained.
- ♦ Include a reflection on what you learn from the experience of analyzing the data.
- ♦ Submit via MyCourses
- ♦ Due by 23:59, 27 Nov.





# Final: Preliminary Thesis Plan

Check the template! (MyCourses > Assignments > 12. Final: Preliminary Thesis Plan)

You will have time to ask questions about the template. So, review the template carefully and prepare for questions.

Format: Word Doc turned into PDF. No need to prepare for slides separately.

Each student has 10 minutes total (max 7 minutes to present, feedback for the rest). During the presentation, leave feedback on: [www.presemo.aalto.fi/irdm](http://www.presemo.aalto.fi/irdm)

Presentation order (alphabetical order of first name within group):

- Morning (09:15-12:00): New Media (7) > IDBM (3) > CS (3)
- Afternoon (13:15-17:00): VCD (7) > CoID (6)

## CONTENTS OF THE TEMPLATE

- WORKING TITLE
- ABSTRACT
- INTRODUCTION
- LITERATURE REVIEW
- METHODS
- TENTATIVE WORK PLAN
- REFERENCES

# Assignments 1-11 = Preparation for Assignment 12

1. Summarized reflection from IRO, BA thesis guideline, Grading Matrix and MA option podcasts/ Into pages
2. Preliminary research topic(s), reflection essay on Antti's blog post, and research question iterations
3. Reflection essay on one of key articles, and a list of 5 extra articles from relevant research channel(s)
4. Annotated bibliography
5. Review of research ethics, Turnitin report
6. Midterm: Thesis topic proposal
7. Thesis topic proposal revision
8. Artifact analysis (Step 1): Writing the description of your artefact
9. Artifact analysis (Step 2): Pulling affordances / constrains
10. Interview report of 3 participants
11. Data analysis report
12. Final: Preliminary thesis plan, Turnitin report



# Doing Research? in Design and Media

*From the film "Cut (Corta)", 2012*

## KEY COMPONENTS

Inquiry & Scope

Context(s)

Method(s)

Result

Implication(s)

## ACTUAL CONTENTS

Gap identification & Research question(s) ✓

Literature review ✓

Data collection/analysis ✓

(Preliminary) finding(s)

Contributions & Reflections

Academic writing

"Formality"

Research ethics ✓



# Evaluation Matrix for the Plan

Grade	Fail	1	3	5
<b>Research topic</b>	A relevant research topic is not presented in the plan.	The plan presents a research topic but it is confusing and too broad for the bachelor's level.	The plan presents a relevant research topic and it is suitable for the bachelor's level.	The plan presents an exciting research topic and it is situated well in relevant research domains.
<b>Research question(s)</b>	The relevant research question(s) is not presented.	The relevant research question(s) is presented but remains confusing to signal the research scope and context.	The relevant research question(s) is presented in relation to the research scope and context.	The relevant research question(s) is presented clearly in relation to the research scope and context.
<b>Literature review</b>	No relevant previous research was reviewed in relation to the research topic.	Relevant previous research were presented in relation to the research topic. However, the review was done insufficiently or/and superficially.	Relevant previous research were presented in relation to the research topic.	Relevant previous research were presented sufficiently and reviewed critically in relation to the research topic.
<b>Research methods</b>	No feasible plan is presented to employ certain research methods for collecting and analyzing data.	A plan is presented to employ research methods for collecting and analyzing data, but has shortcomings.	A feasible plan is presented to employ research methods for collecting and analyzing data.	A clear plan is presented to employ research methods for collecting and analyzing data. The selected methods fit well to address the research question(s).
<b>Improvement from midterm</b>	Poor improvements are made.	Minor improvements are observable from the feedback.	Certain improvements can be found from the feedback.	Clear improvements are made beyond the feedback.
<b>Research ethics</b>	Serious violation of numerous research ethics is found in the plan.	The plan has shortcomings concerning research ethics but they are not mentioned.	The plan has minor shortcomings concerning research ethics and they can be addressed.	The plan addresses research ethics well.

# Assignment 12

- ♦ Submit your preliminary thesis plan (.pdf of your word doc)
- ♦ Use the template
- ♦ You are submitting the file into Turnitin Originality Check
- ♦ Submit via MyCourses.
- ♦ Graded by Namkyu and Lily based on the Matrix.
- ♦ Due by 23:59, 4 Dec.

*See you on 28 Nov (13:15-17:00)!*

*- Network Mapping -*

*Namkyu will be available for discussing issues with your thesis plan after the teaching session (max 1hr)*