

Introduction to Research in Design and Media



Bachelor's Programme in Design

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IRDM Session 9

Collecting Data through Interviews

Bachelor's Programme in Design

Artefact Analysis Feedback

<https://premo.aalto.fi/irdm/>

Interviews? InterViews!

- ♦ Interviews are dialogues with specific intention(s) in certain conditions.
- ♦ Thus, interviews are different from natural / improvised conversations for socialization and interpersonal communication.
- ♦ Using the dialogues to hear relevant thoughts from research participants' experiences.
- ♦ Research participants are those with relevant thoughts and experiences to your research question(s).
- ♦ Documented interviews become data for your research.
- ♦ You create the data to seek out answers for your research question(s); thus, the data is considered as primary source (c.f. secondary source: created for other purposes than your research).
- ♦ As a researcher, you interpret the collected data to view inscribed connections / relationships in relation to your research question(s) and previous literature.



Fashion Lab: New York Garment District Pilot Project

Interviews? InterViews! (Conditions)

- ♦ Selection criteria of research participants should be clear and relevant to your research question(s).
- ♦ You must not (directly / obviously) influence research participants to tell what you want to hear (e.g. providing questions to a research participant before the interview session.)
- ♦ Setting of the interview is important (space, time, mood, surrounding, etc.).
- ♦ Interview questions should only guide your interview unless you are conducting structured interviews.
- ♦ Take notes before and after each interview session to capture what you saw / feel (e.g. space, body language, emotions, etc.), other than what you heard / recorded.
- ♦ Informal reflection / discussion with the research participant can be made after the formal part of the interview ('off the record').
- ♦ Require an informed consent form for your thesis (see an example: MyCourses>Resources>MISC.)
- ♦ Recordings need to be transcribed. Transcribing the recording is easier / more interesting (even meditative) than you think!
- ♦ Average 10 interviews are enough for the bachelor's level (depending on the expertise) to make meaningful connections / relationships from different dialogues.

Steinar Kvale

InterViews



An Introduction
to Qualitative
Research
Interviewing

SEVEN STEPS

1. Thematizing: Formulate the purpose of an investigation and describe the concept of the topic before the investigation start.
2. Designing: Plan the design of the study, taking into account all seven stages of the investigation.
3. Interviewing: Conduct the interview based on an interview guide and with a reflective approach to the knowledge sought.
4. Transcribing: Prepare interview material and transcribe.
5. Analyzing: Coding of the interviews to identify commonalities and differences.
6. Verifying: Make sure of the generalizability, reliability and validity.
7. Reporting: Communicate the findings.

Sampling

- ♦ Nutshell: How you select research participants to collect your data
- ♦ Need a logic to explain (no random, informality, etc.)
- ♦ For instance:
 - ♦ Snowball sampling: One participant introduces to the other(s) who are relevant to your research
 - ♦ Purposive sampling: You select based on specific criteria
- ♦ Also explain if how you communicate with the participants (e.g. social media, email, etc.)

Presenting the data

- ♦ How many (for interviews, we consider 10 as enough for the bachelor's level)
- ♦ What type (e.g. audio / video / text / imagery)
- ♦ Transcribed! Then how? (e.g. with a software [LINK](#), via [Teams](#), by yourself manually)
- ♦ Duration (total, and average of each)
- ♦ Relationship (e.g. primary / secondary, main / supportive)

Presenting research participants

- ♦ Show relevant information for your research
- ♦ Research ethics!

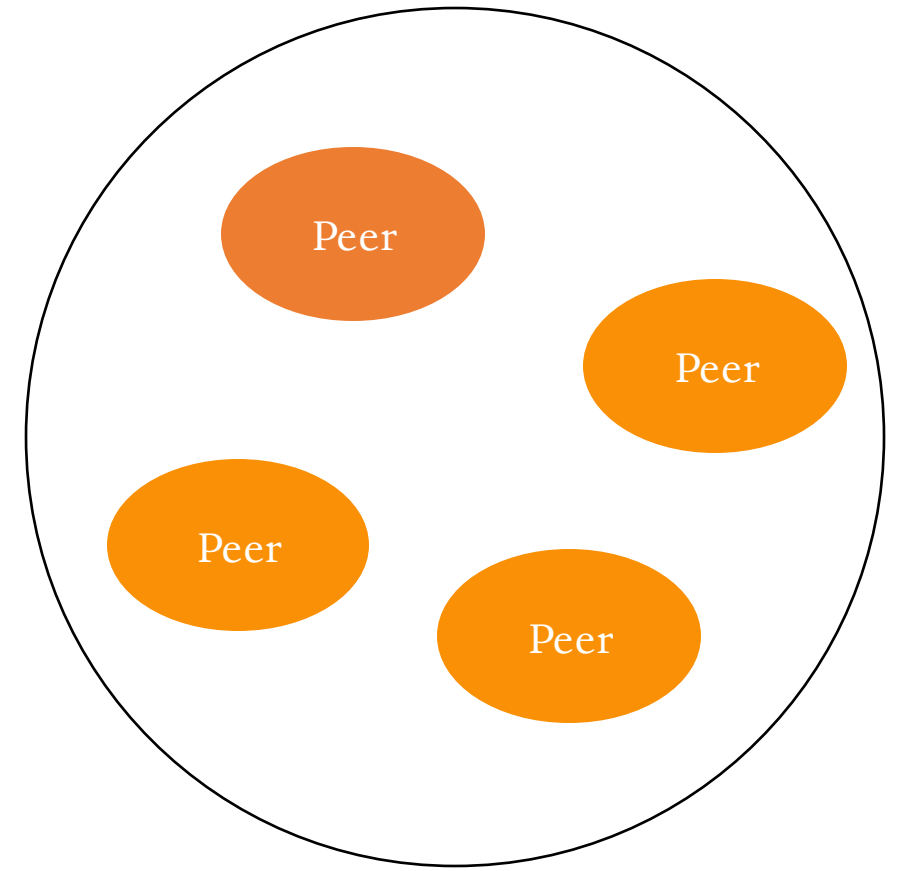
Name	Role at Pre Helsinki	Job
Satu Maaranen	Co-Founder, Creative Director	Fashion Designer at Marimekko
Miia Koski	Co-Founder, Former Project Manager and Producer	Consultant at Juni
Martta Louekari	Co-Founder, Former PR Director	Consultant at Juni
Kirsti Lindberg-Repo	Mentor	Professor at Aalto University in Branding
Pekka Mattila	Mentor	Professor at Aalto University in Business
Tuomas Laitinen	External Partner	Lecturer at Aalto University, Fashion Editor of SSAW Magazine
Vuokko Nurmesniemi	Mentor	Designer / Owner of Vuokko
Laura Väinölä	Brand Director, Event Manager (since 2016)	Creative Director at Duotone
Maija Juutilainen	PR and Marketing Director (since 2016)	PR Manager at Zalando
Johanna Kotkaijärvi	External Partner	Director at the Finnish Ministry of Foreign Affairs
Pirjo Hirvonen	External Partner	Professor at Aalto University in Fashion Design
Pekka Korvenmaa	Finnish Design Historian	Professor at Aalto University in Design and Culture
Sasu Kauppi	Fashion Designer Participant	Fashion Designer / Owner of SSSU
Laura Juslin	Fashion Designer Participant	Fashion Designer / Co-Founder of Juslin Maunula

Respondent ID	Professional Experience (Y: Years)	Type of Product	Business Size (N: Number of employees)
1	$5 \leq Y < 10$	Men's wear	Micro ($1 \leq N < 3$)
2	$5 \leq Y < 10$	Women's wear	Micro ($1 \leq N < 3$)
3	$5 \leq Y < 10$	Women's wear, accessories	Micro ($1 \leq N < 3$)
4	$Y \geq 20$	Women's wear, accessories	Small ($3 \leq N < 10$)
5	$5 \leq Y < 10$	Women's wear	Small ($3 \leq N < 10$)
6	$5 \leq Y < 10$	Women's wear	Micro ($1 \leq N < 3$)
7	$10 \leq Y < 15$	Women's wear, accessories	Small ($3 \leq N < 10$)
8	$10 \leq Y < 15$	Women's wear	Small ($3 \leq N < 10$)
9	$5 \leq Y < 10$	Women's wear	Micro ($1 \leq N < 3$)
10	$5 \leq Y < 10$	Women's wear	Medium ($N \geq 10$)
11	$5 \leq Y < 10$	Women's wear	Micro ($1 \leq N < 3$)
12	$15 \leq Y < 20$	Women's wear, accessories, home	Medium ($N \geq 10$)
13	$10 \leq Y < 15$	Women's wear	Micro ($1 \leq N < 3$)
14	$5 \leq Y < 10$	Women's wear, accessories	Micro ($1 \leq N < 3$)
15	$5 \leq Y < 10$	Unisex	Micro ($1 \leq N < 3$)
16	$5 \leq Y < 10$	Women's wear	Micro ($1 \leq N < 3$)
17	$5 \leq Y < 10$	Unisex	Micro ($1 \leq N < 3$)
18	$Y \geq 20$	Women's wear	Small ($3 \leq N < 10$)

10 Minutes Interview Exercise
- Art of Listening -

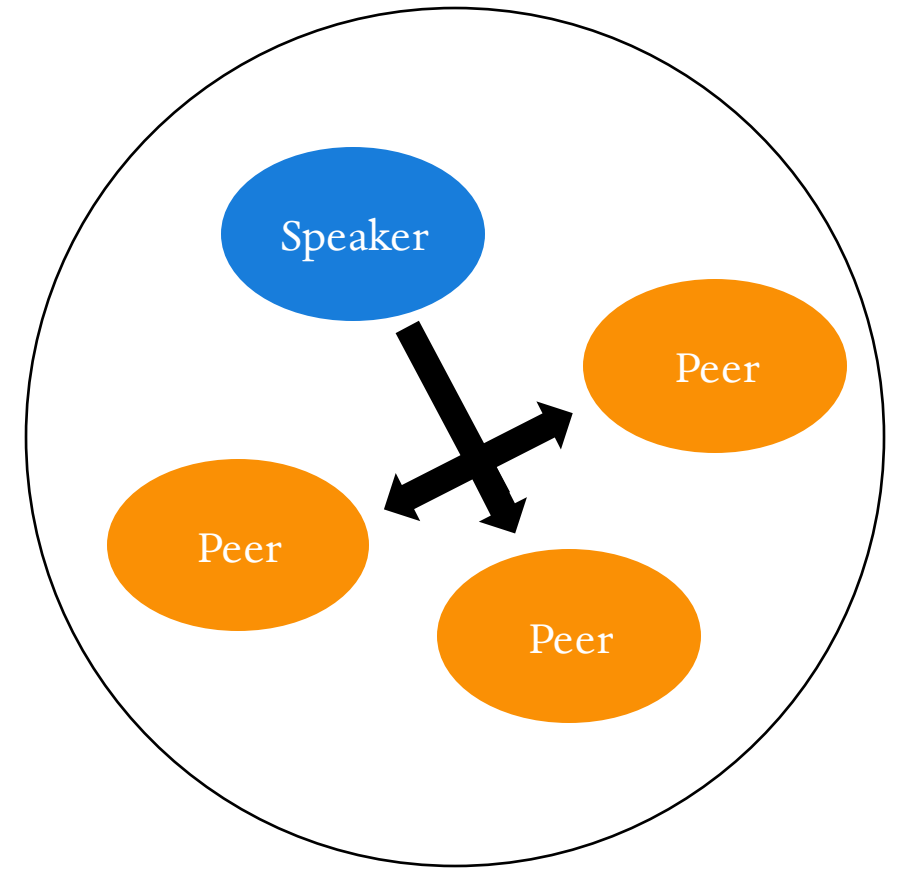
Interview Exercise: Preparation

- ♦ Form a group of 3-4 members
- ♦ Break into two smaller groups if you are in VCD or New Media



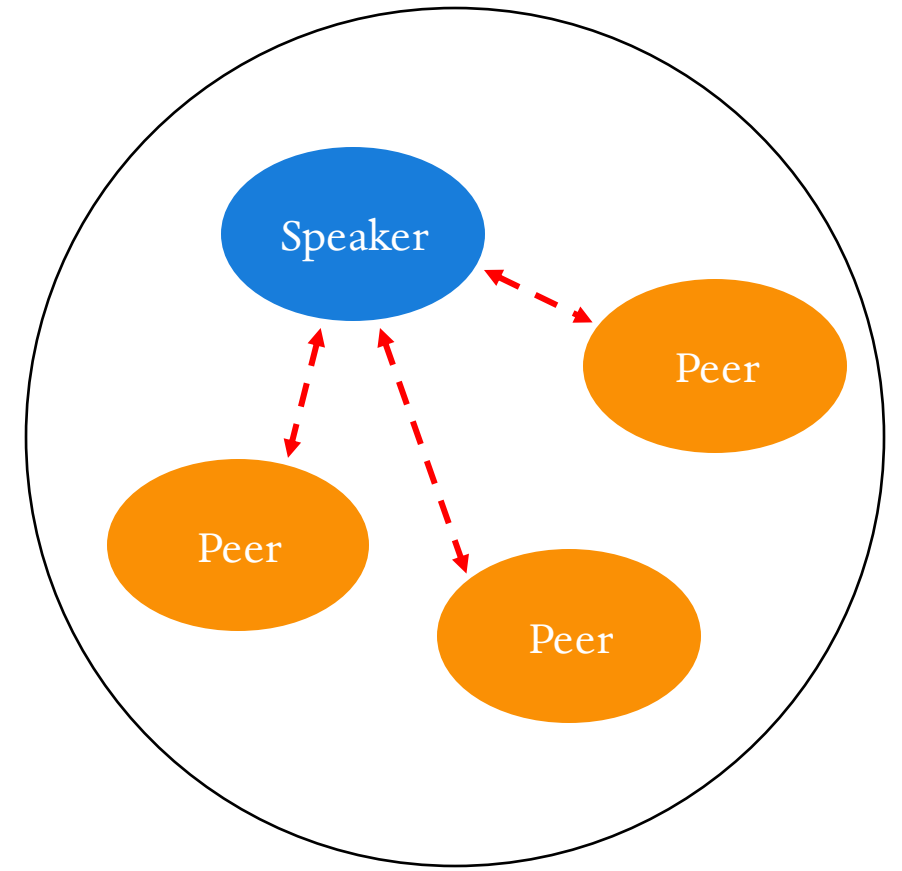
Interview Exercise: Phase 1 (2 min)

- ♦ Speaker explicates to the peers in group one question / problem related to one's thesis.
 - ♦ Preferably this question / problem rises from midterm (thesis topic proposal) and/or the feedback received to the proposal.



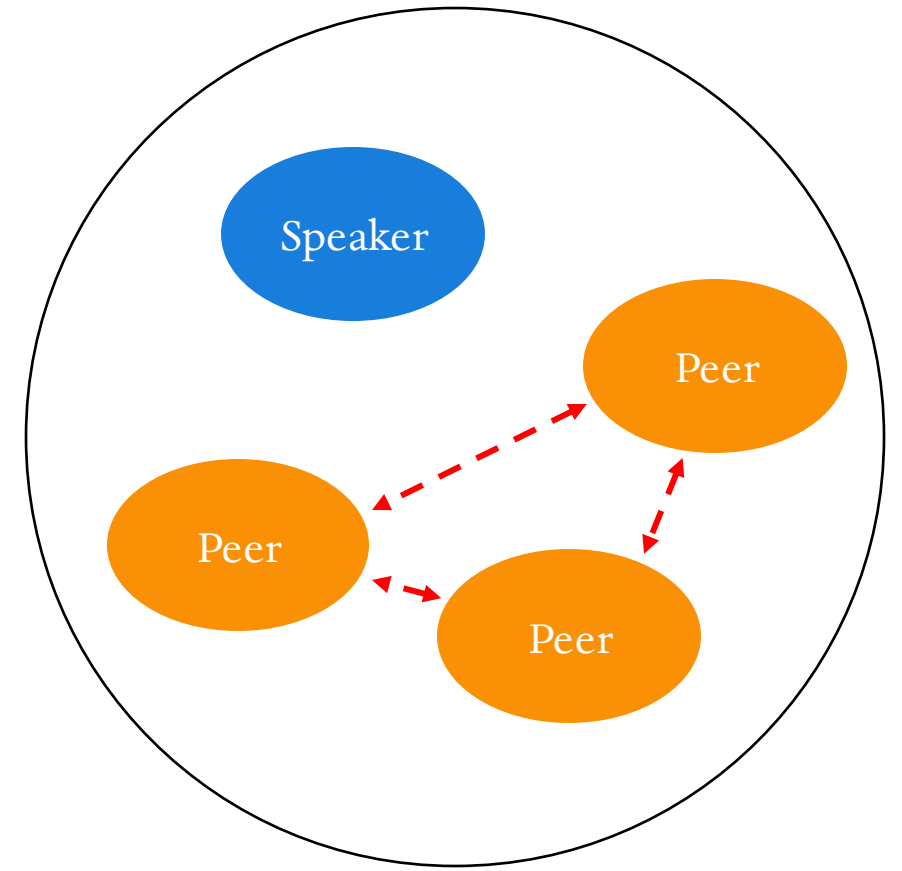
Interview Exercise: Phase 2 (2 min)

- ♦ Peers consult help the speaker to elaborate the question / problem by asking questions and concrete examples.
 - ♦ Please note! Do not offer ready-made answers at this point!!!



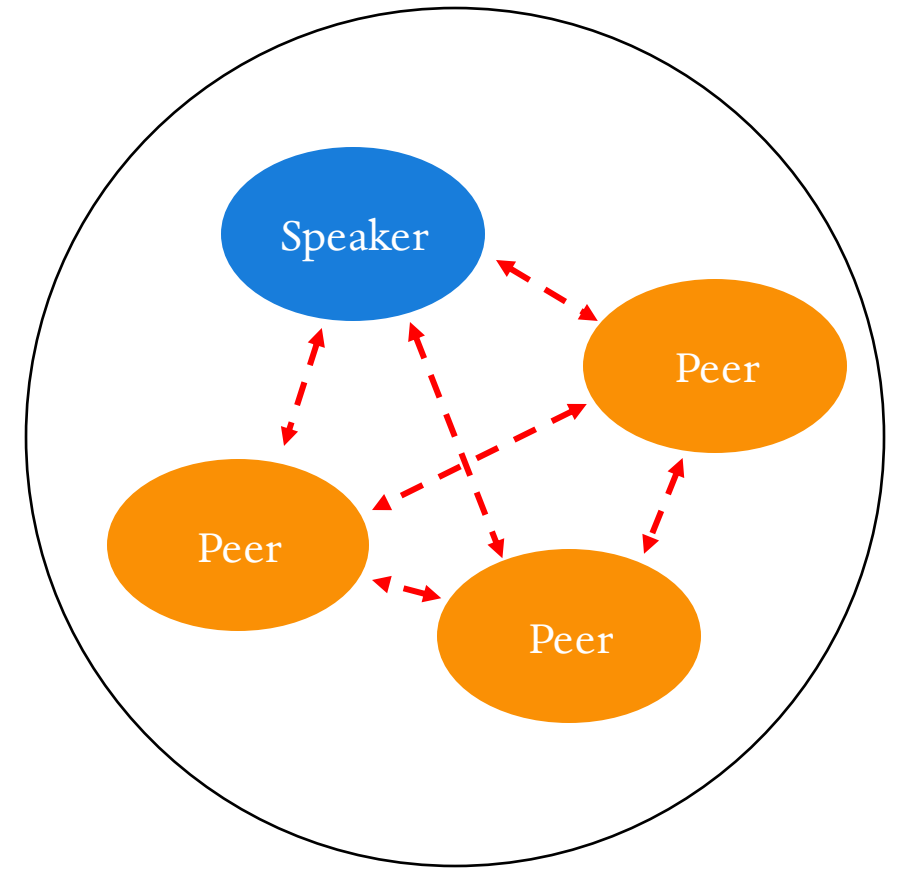
Interview Exercise: Phase 3 (3 min)

- ♦ Peers discuss the presented question / problem together and the speaker listens. The peers can present hypotheses, analyze the question / problem and make interpretations.
- ♦ Peers can also put into words the emotional content related to the question / problem that was perhaps not expressed verbally.
 - ♦ E.g. "I felt that Namkyu was really angry about the current situation."



Interview Exercise: Phase 4 (3 min)

- ♦ Speaker tells the peers about the observations, perceptions and insights they made during this exercise.
- ♦ The group can discuss together the question / problem and the observations and insights.



Practical Tips for Interviews: DOs

When you send the first email:

- To say that the interview is for a cool design project (instead of highlighting a bachelor's thesis)
- To mention who suggested you contact the person / where you heard from / why you contacted the person (show you know a bit of his/her/their work)

After the first email:

- To make a phone call: Easier to talk over the phone (fine the number!)

Once you hear positively:

- To suggest to have a short meeting (30 mins): Brief schedule is easier to get accepted
- To send a calendar invite with the Zoom link and agenda

During the interview:

- To get the informed consent signed in the beginning and brief introduction to the topic of your work
- To be ready for technical failure of recording (make multiple recordings. E.g. phone, laptop, voice recorder, notetaking, etc.)
- To pay attention to other details (surrounding, clothes worn, etc.) and take notes
- To end with an informal chat (off-the-record)

After the interview:

- To write notes about the general impression, highlights, reflections.
- To keep the person in the loop about the process / progress of your work (build a relationship!)
- To share the manuscript of your thesis once it's done

Practical Tips for Interviews: DON'Ts

When you contact:

- ♦ To contact the person last minute (avoid local holidays)
- ♦ To send a lengthy descriptive email (use bullets!)
- ♦ To send reminders repeatedly day after day

For the interview:

- ♦ To be unprepared for the meeting (do the desktop research on professional work)
- ♦ To cancel / reschedule the meeting last minute
- ♦ To be late for the meeting without informing beforehand
- ♦ To occupy too much time (unless agreed)
- ♦ To forget going through the informed consent form together
- ♦ To only stick to guiding questions (avoid technical questions and answers)
- ♦ To interrupt while the person is still talking

Assignment 10

- ♦ Interview 3 participants (ideally related to your thesis topic. If not, someone in class or your group or anyone you feel comfortable) and record.
- ♦ Include:
 - ♦ **Signed informed consent form** per interviewee (see the template under Resources > MISC.)
 - ♦ **List of participants** (anonymize! but include the relevant info for your thesis. e.g. gender, ethnicity, age group, profession, etc.)
 - ♦ **Format of interviews** (formality: structured/semi-structured, setting, duration, etc.)
 - ♦ **Guiding questions** (introduce a set of questions, explain why those questions are prepared, how the questions are sequenced)
 - ♦ **Transcribed interview data** (at least 2 interviews, use one of available preferred softwares and name which software you used to transcribed, this material will be used for the next assignment to practice 'analyzing qualitative data')
 - ♦ **Personal reflections** from your experiences with the interviews (e.g. how did they go, anything to add on Namkyu's practical tips)
- ♦ Submit via MyCourses
- ♦ Due by 23:59, 10 Nov.

For those who do the 5ECTS version: conduct 5 interviews total (and transcribe at least 3 interviews)!

1. Thesis Plan Template

- [illegible]

Basically, what you have been working on!

2. BA Design (EN) Thesis Production

- ♦ Three theses from BA Design (EN) are available in Aaltodoc.
 - ♦ Ilona Pakarinen, [Community driven anti-harassment strategies for MMOGs](#)
 - ♦ Anh Ngo, [Mend & Map: designing a toolkit for mapping thinking in the act of mending](#)
 - ♦ Vera Väänänen, [Transparency Perceptions on Online Supply Chain Communication - Developing Sustainability Communication Strategies for Ethical Fashion Brands](#)
- ♦ These are great references to check the structure, format, your ambition level, style, etc. upon preparing your bachelor's thesis.

3. BA Design (EN) Thesis Template

Developed by 3 supervisors for Bachelor's Thesis and Seminar: Oscar, Teemu and Namkyu

Maybe not so useful right now but it can be used to learn the following:

- ♦ What structure (Table of Contents) to follow. FYI, the structure is one of grading criteria.
- ♦ What end point to expect for your thesis.
- ♦ The length of each section to consider (in relation to your workload).
- ♦ What to prioritize in Spring (especially Period III-IV).
- ♦ How to be strategic to allocate some works for other courses (e.g. design production for Design Impact III in Period V)
- ♦ What can be adopted/ revised from IRDM.

Available in MyCourses > Resources > Know Your Game.

See you next week (21 Nov, 13:15)!
- Interpreting Qualitative Data -