

Datum / Date: Research Skills 31.10.

Book tip: Lakoff & Johnson - Metaphors we live by

Metaphor - figure of speech

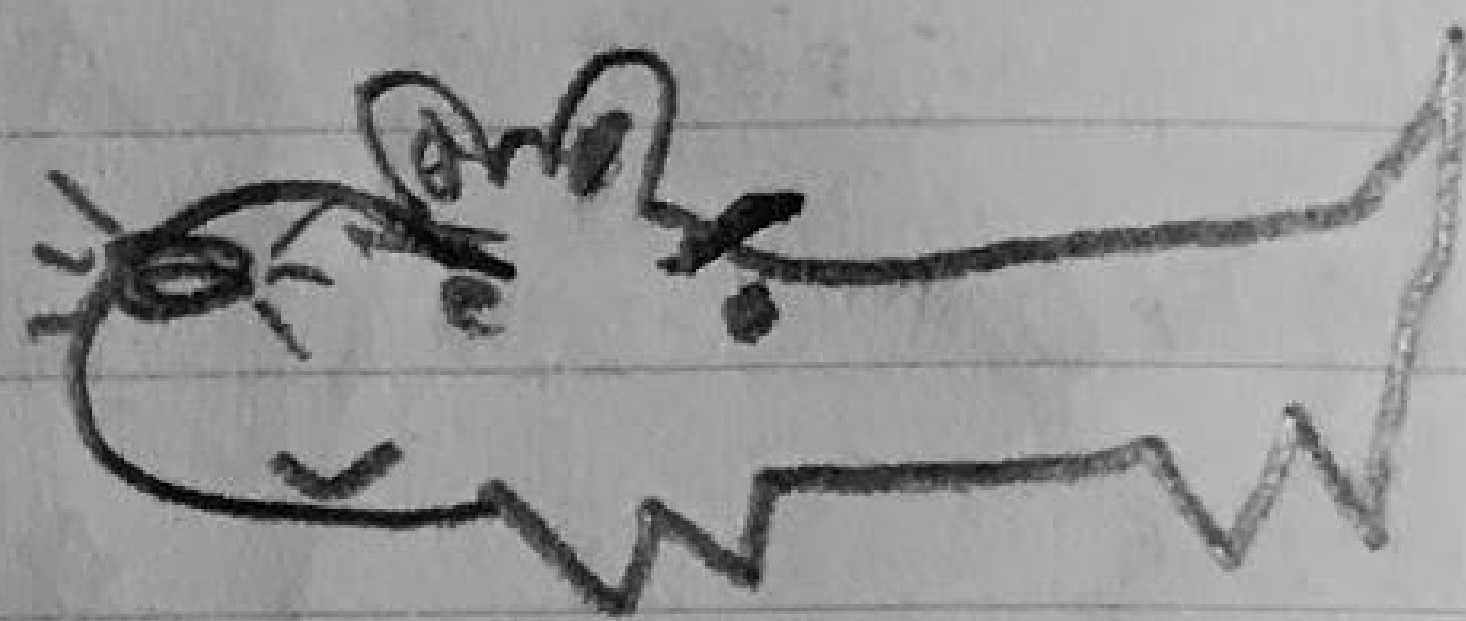
Synecdoche - where the part of a thing stands for the whole

What does it mean?

Ontology

Epistemology

Methodology



7.11. Artifact analysis

14.11. Scenario design

21.11. User studies

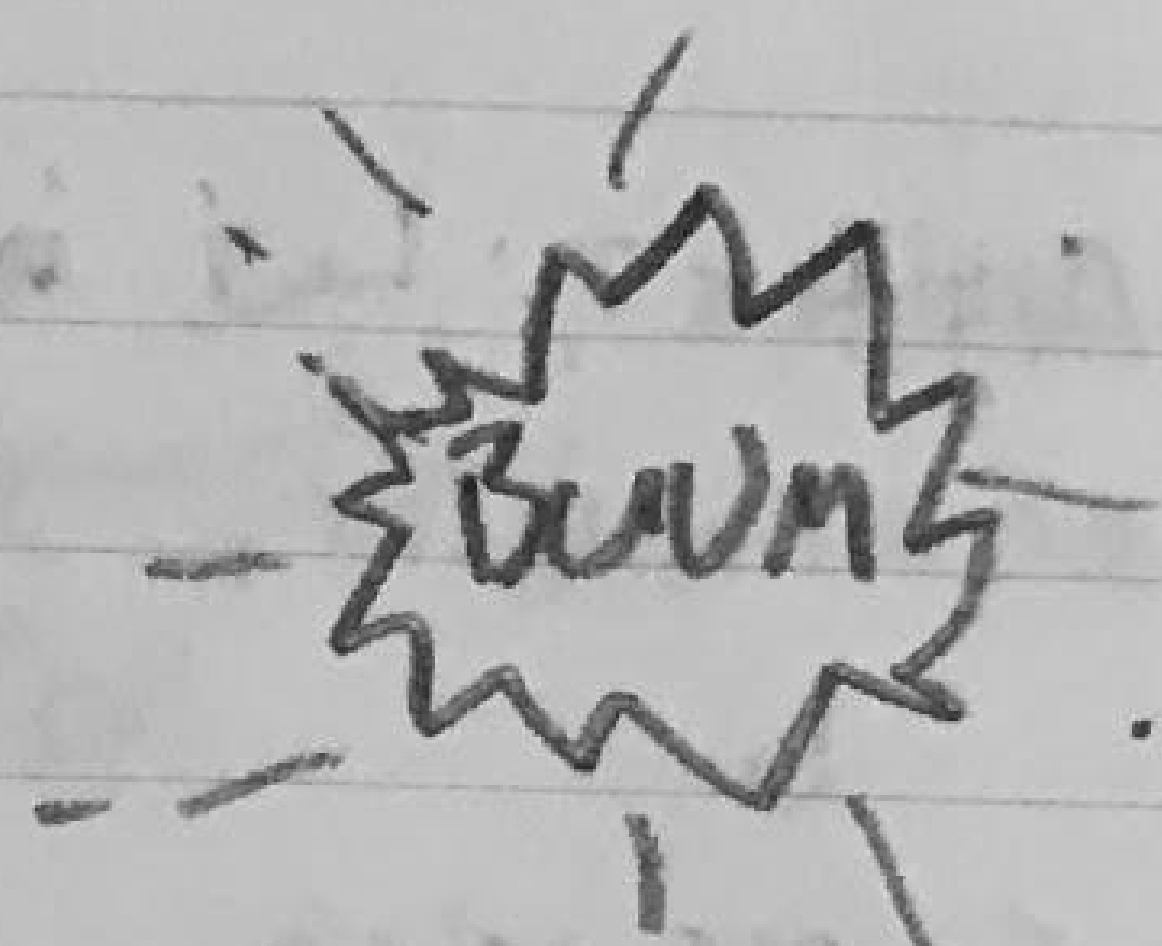
28.11. User studies

} questionnaires

interview

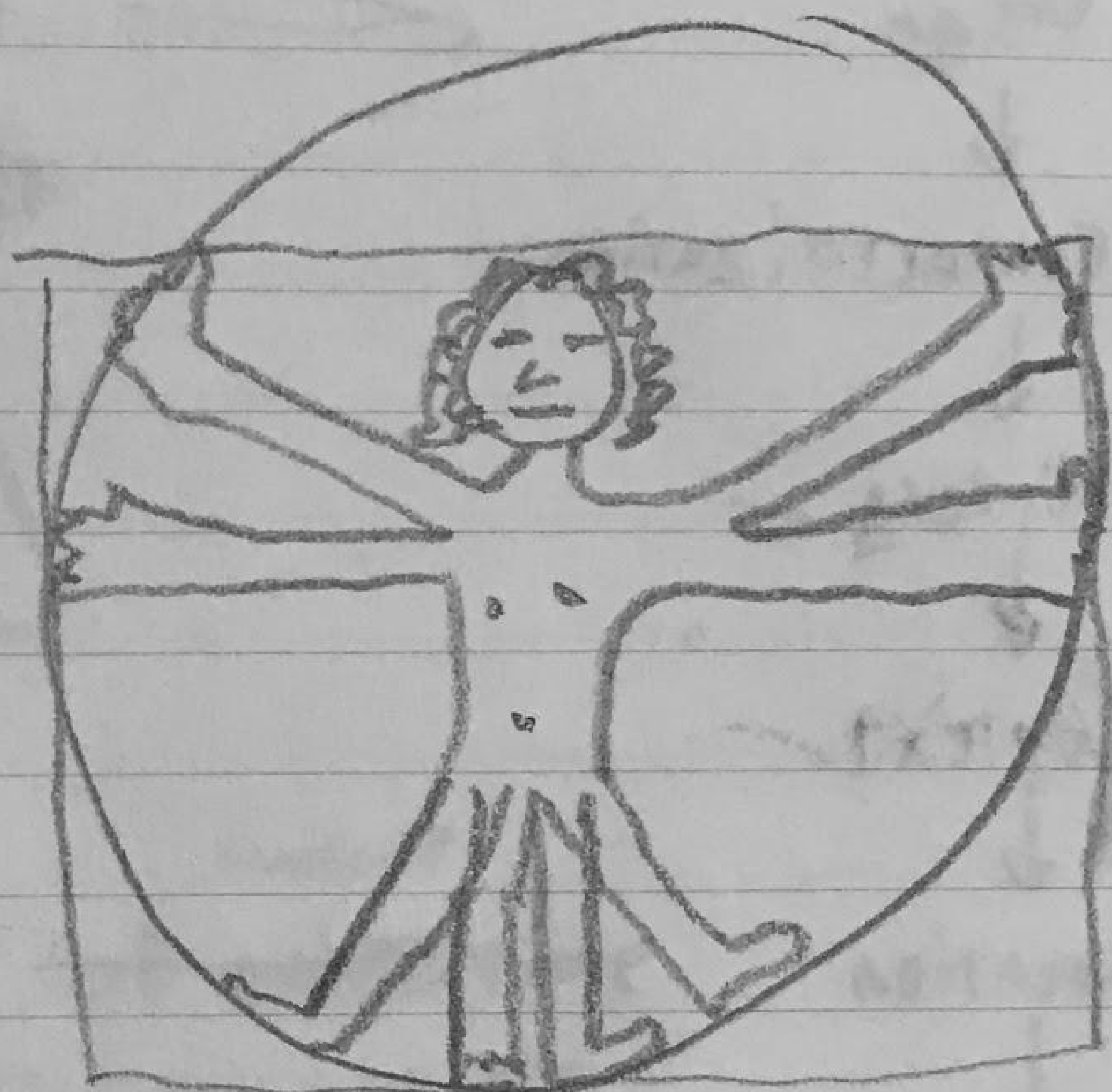
Culture probes

It's important to know the vocabulary of the field you communicate with



Artifact

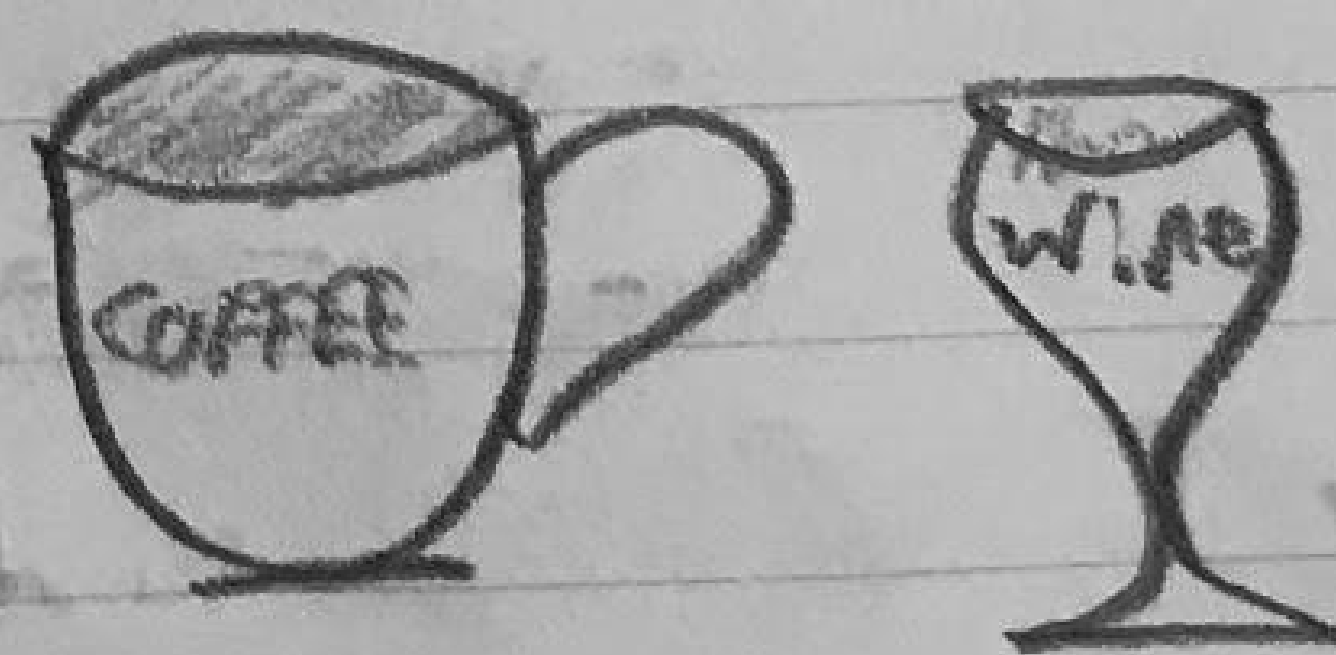
- Human made
- Have an external reality
- Have properties
- Can be classified



Definition

- Self-referential
 - Accurate
 - Scientific
 - Ontological
 - Authorship
- When designing a chair sitting is the target function for the end product

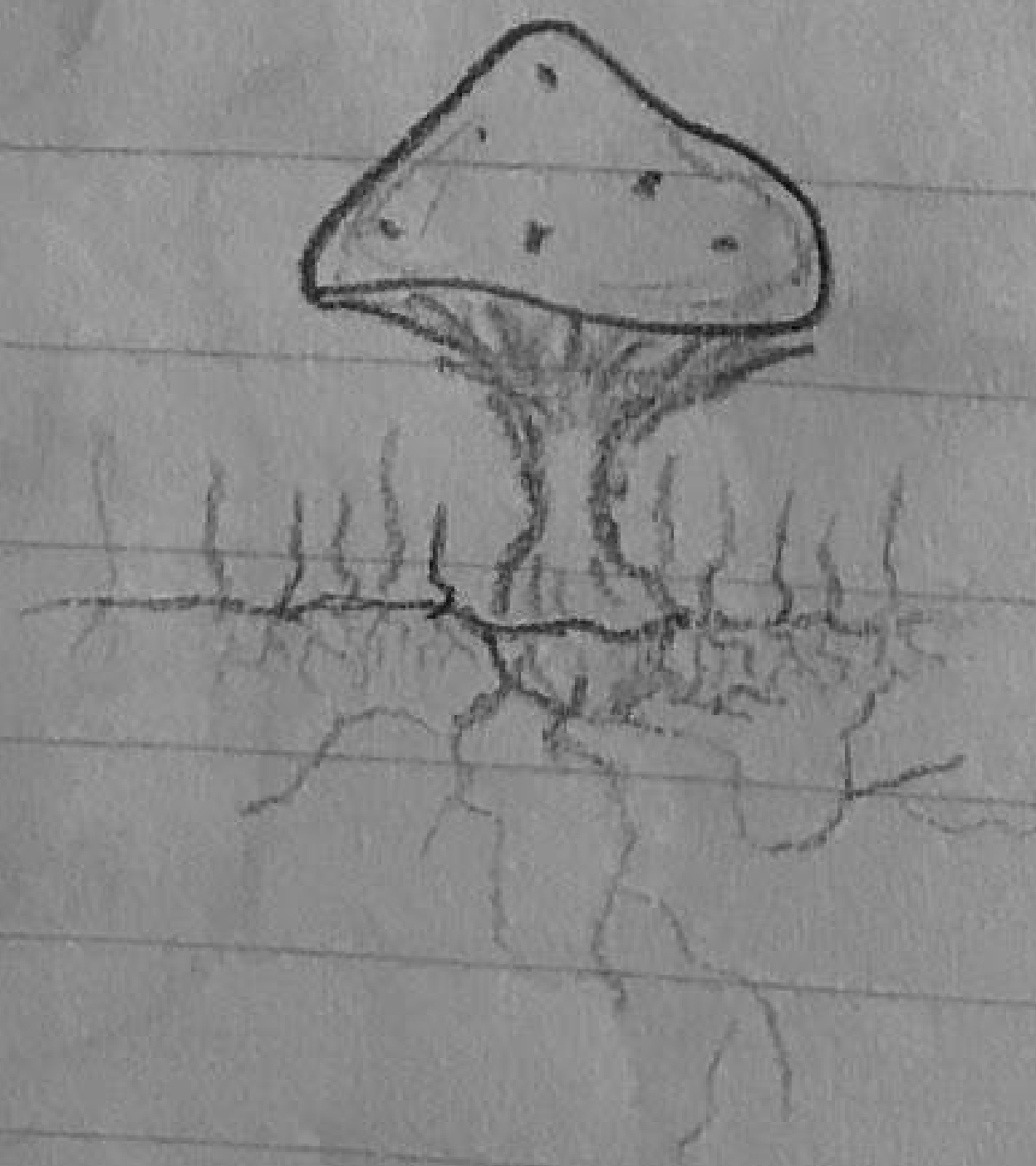
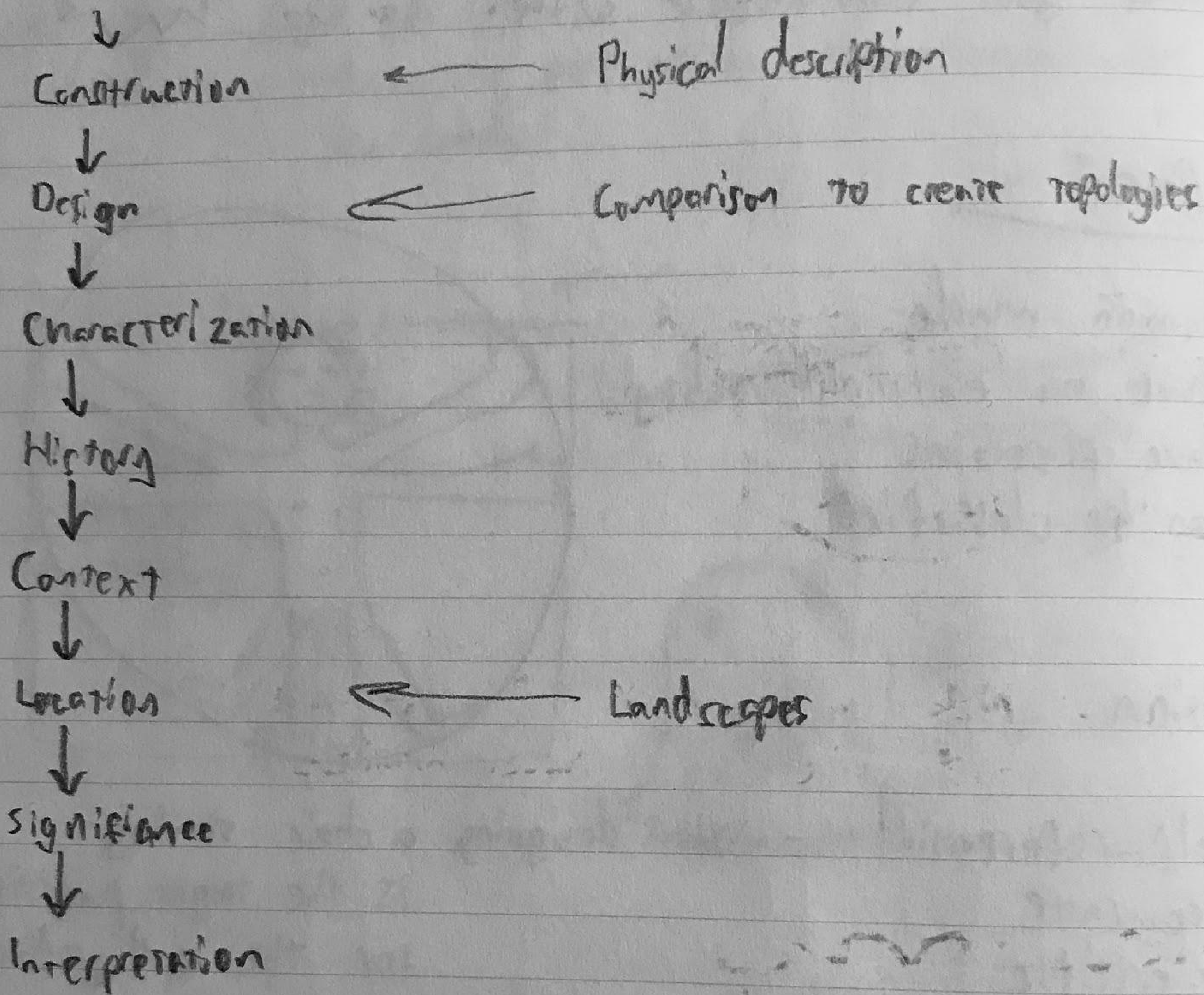
An artifact is any item, conceptual or material created by a human being.



Many objects have a culturally recognizable shapes

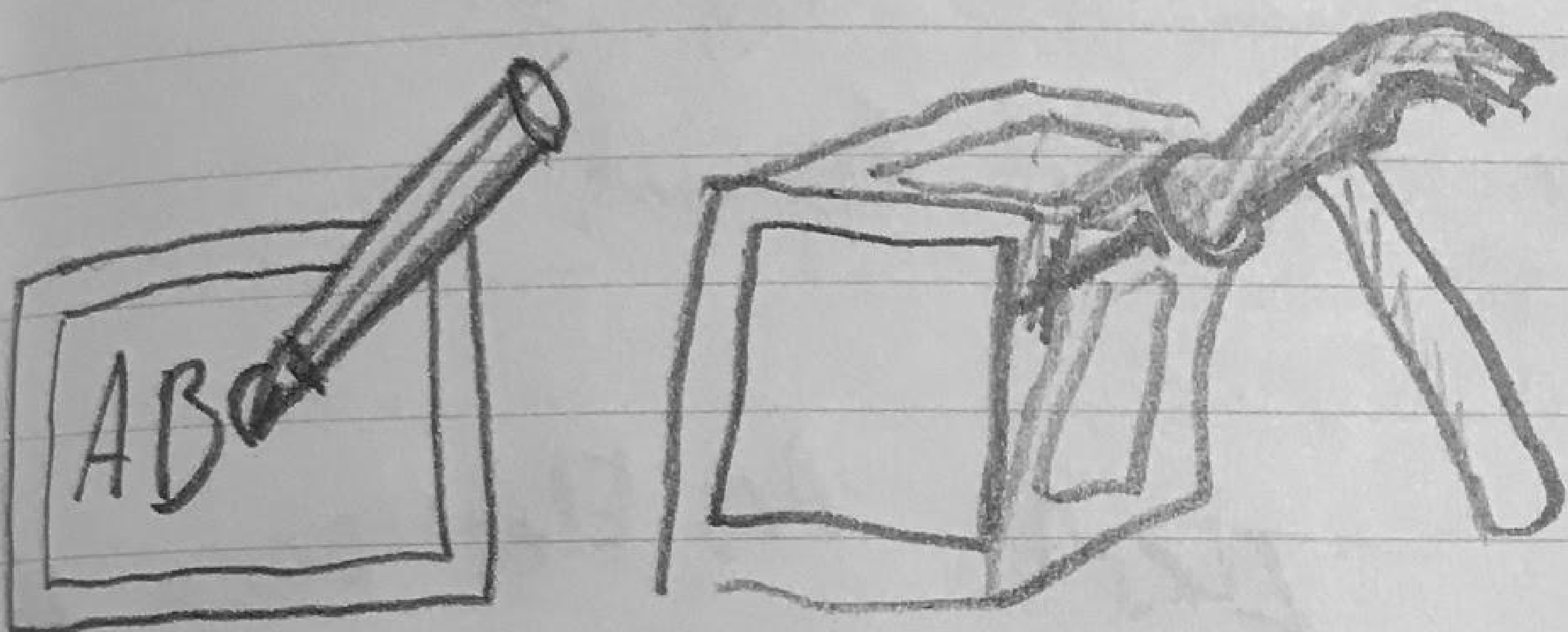
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Artifact has material history,
environment, significance



Recognition - Correctly identifying what something is and what it can be used for

Explanation -

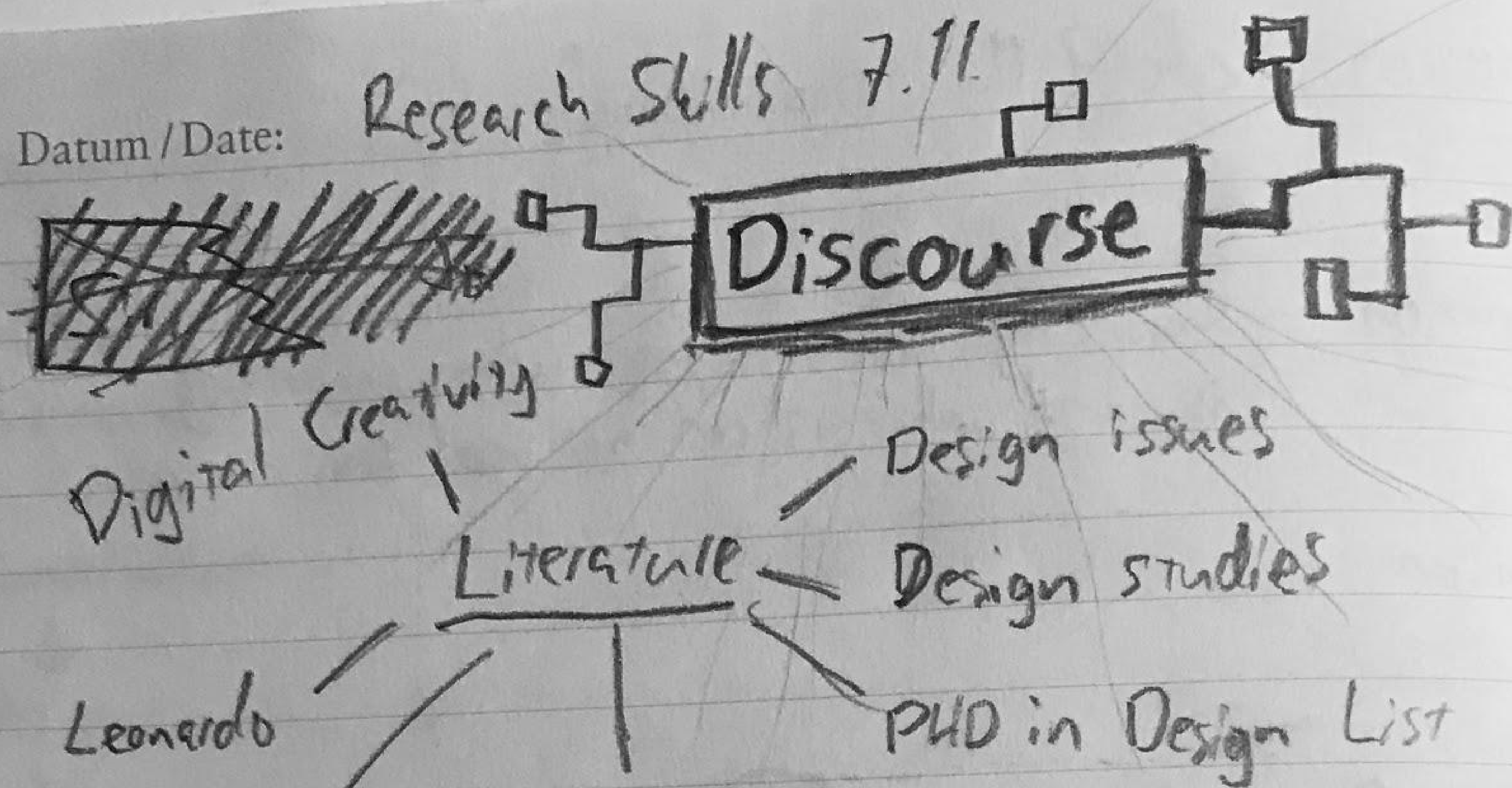


Homework: Pick an artifact of ^{current} ~~this~~ time and write an artifact analysis

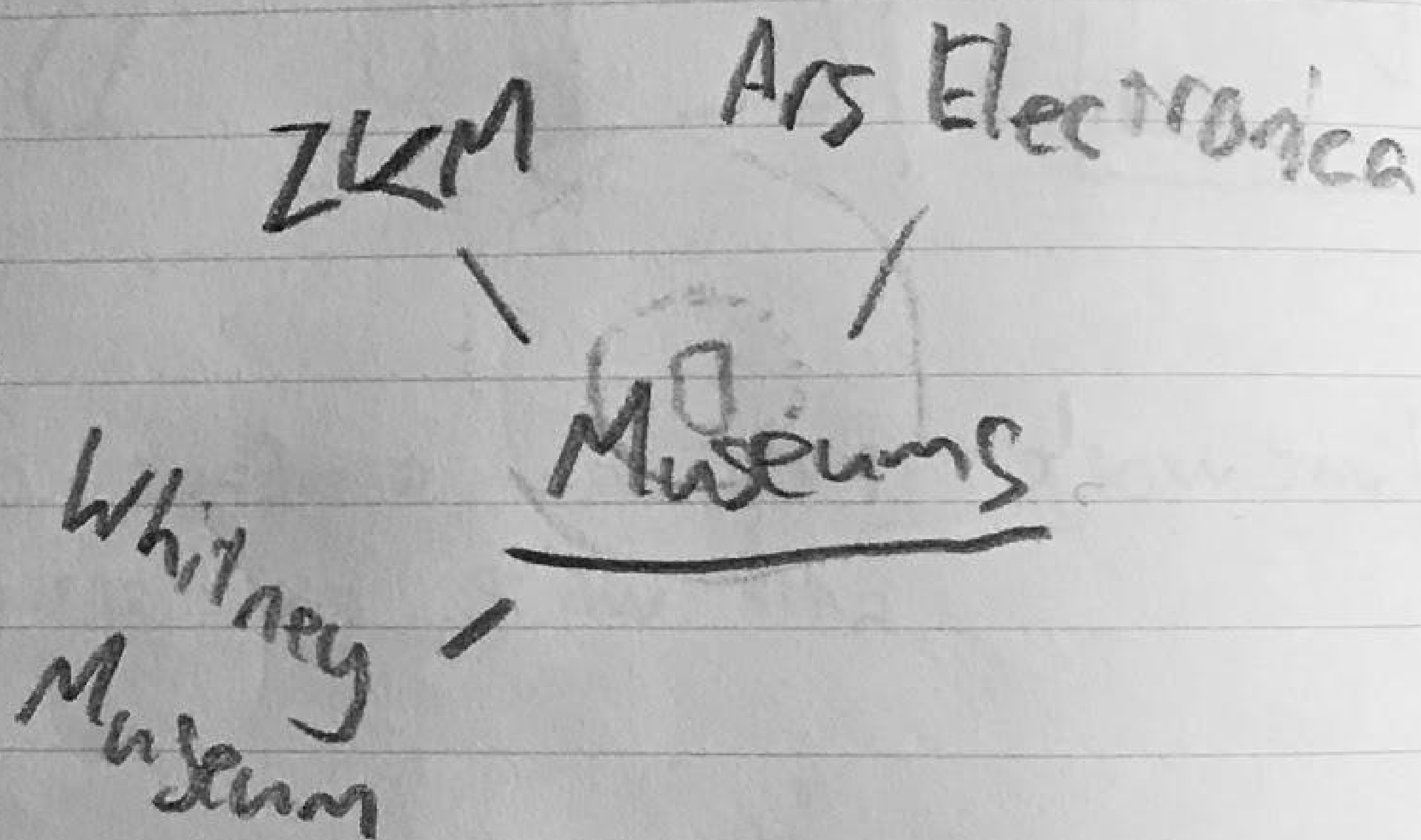
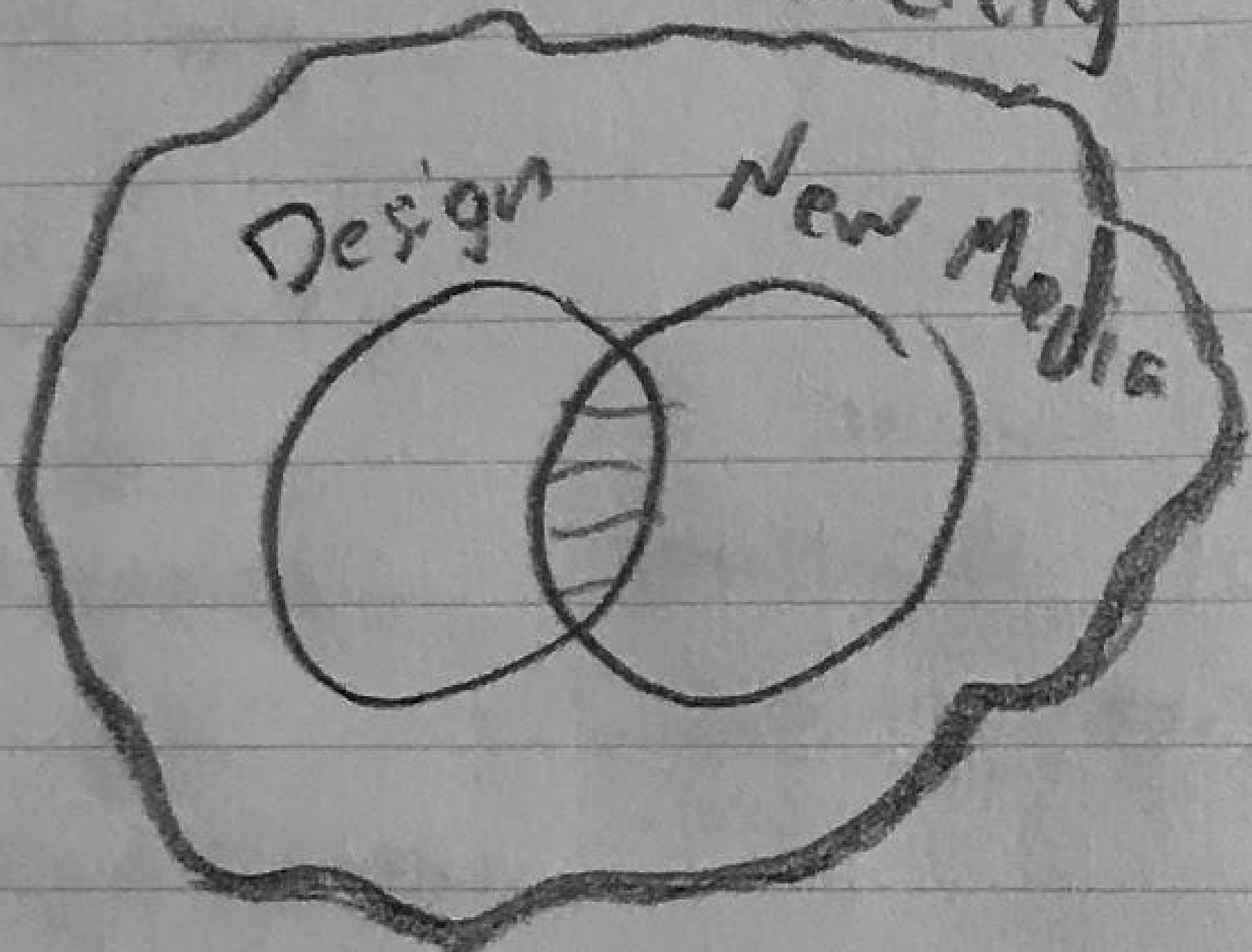
We see the knowledge in the objects of their creators

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New Media & Society
New Media discussion forums

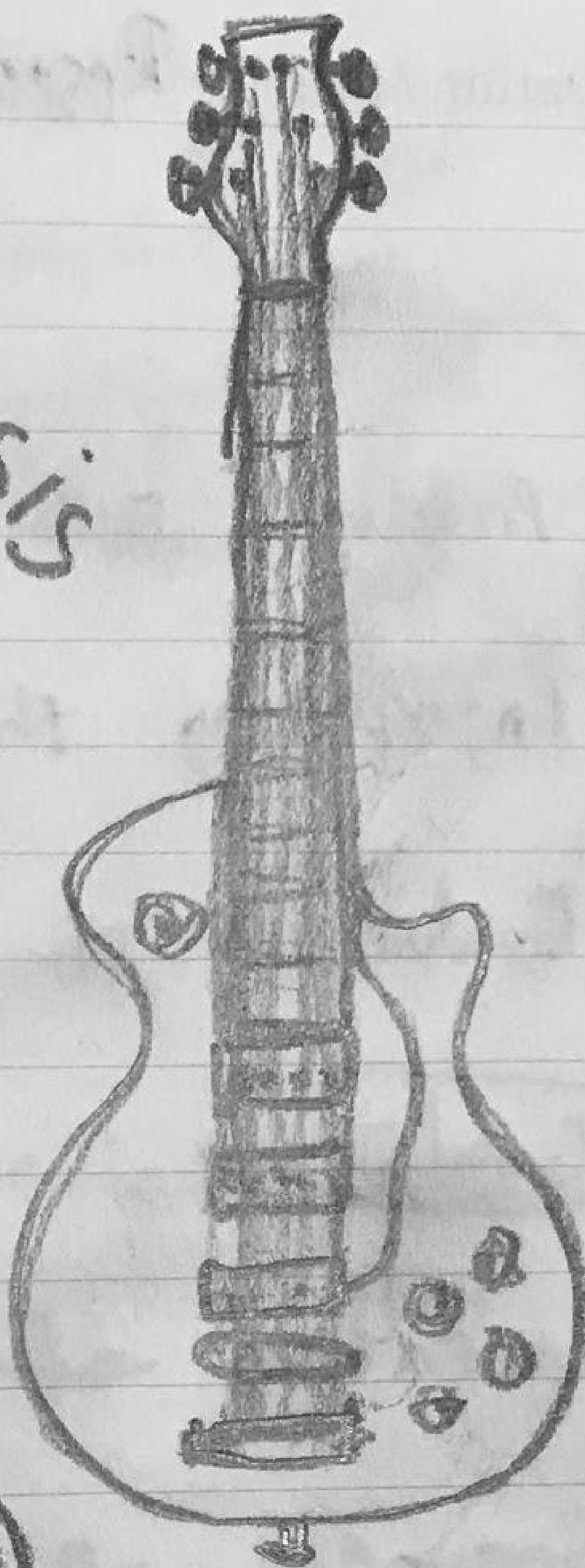
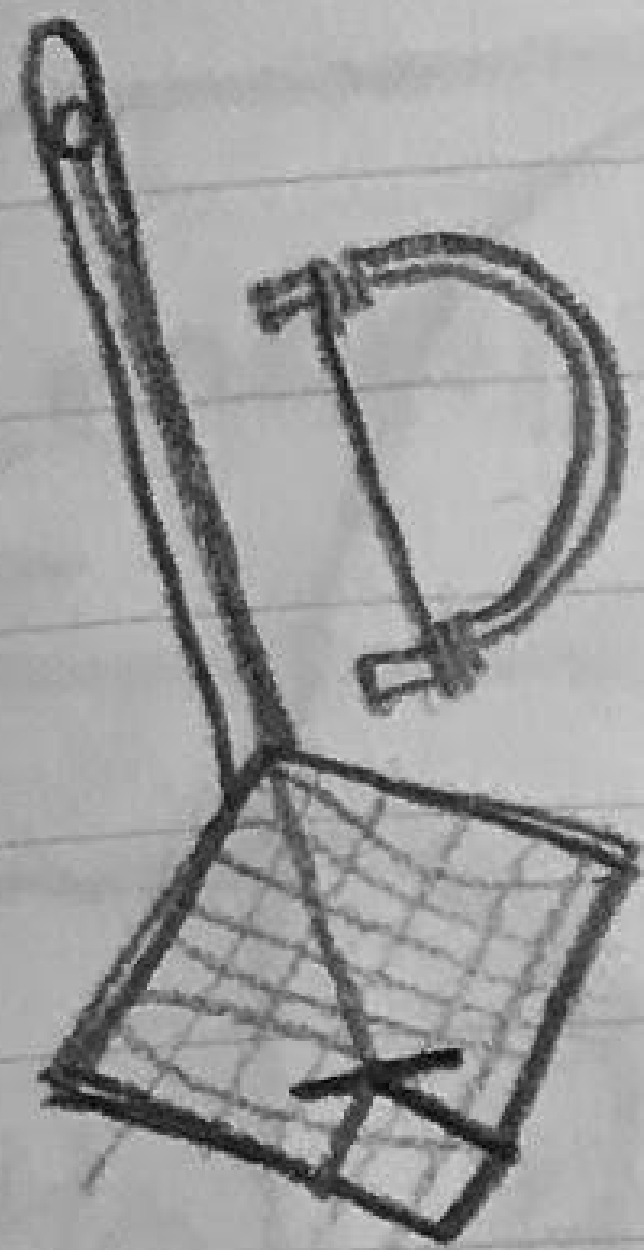


Education

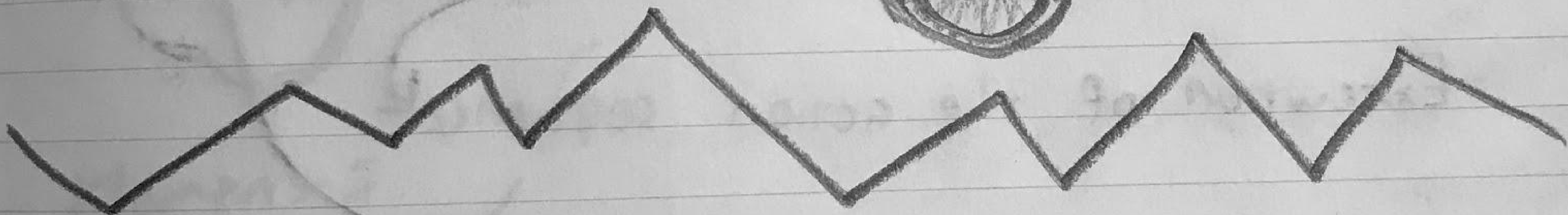
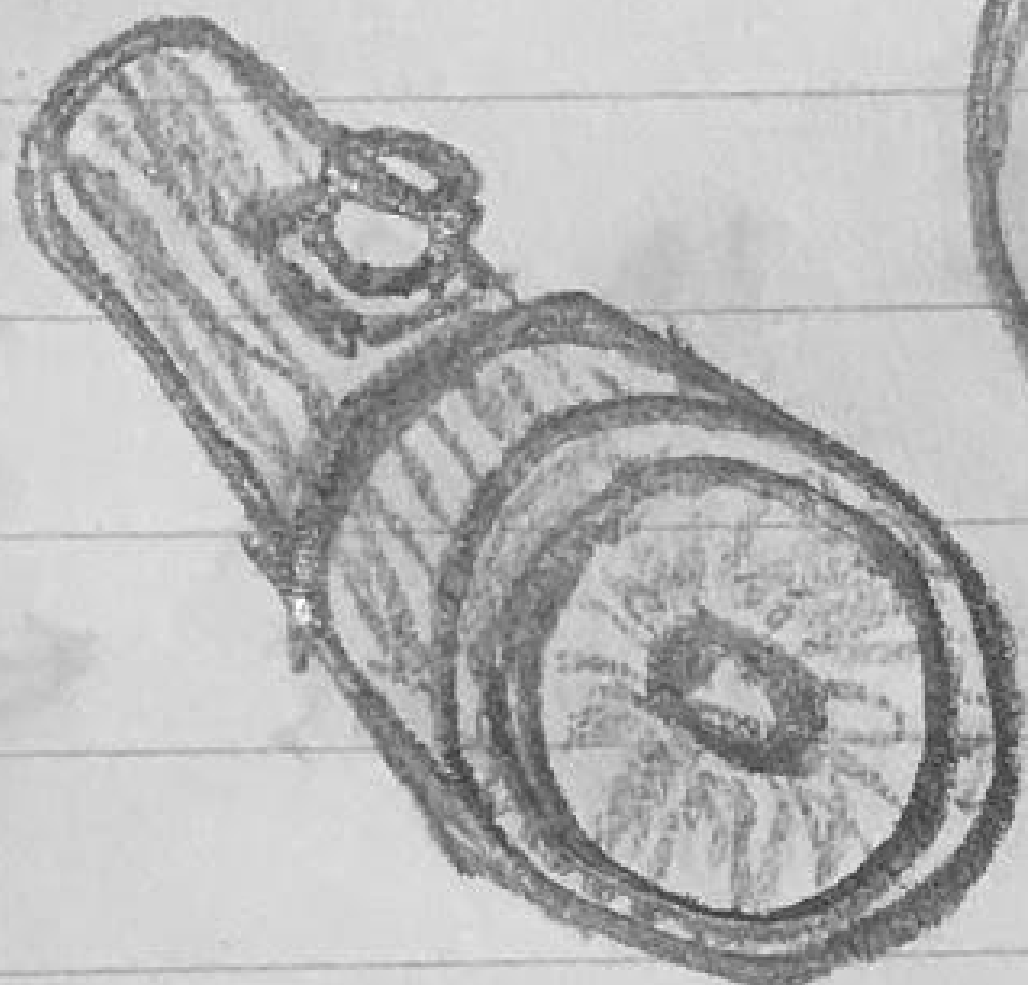
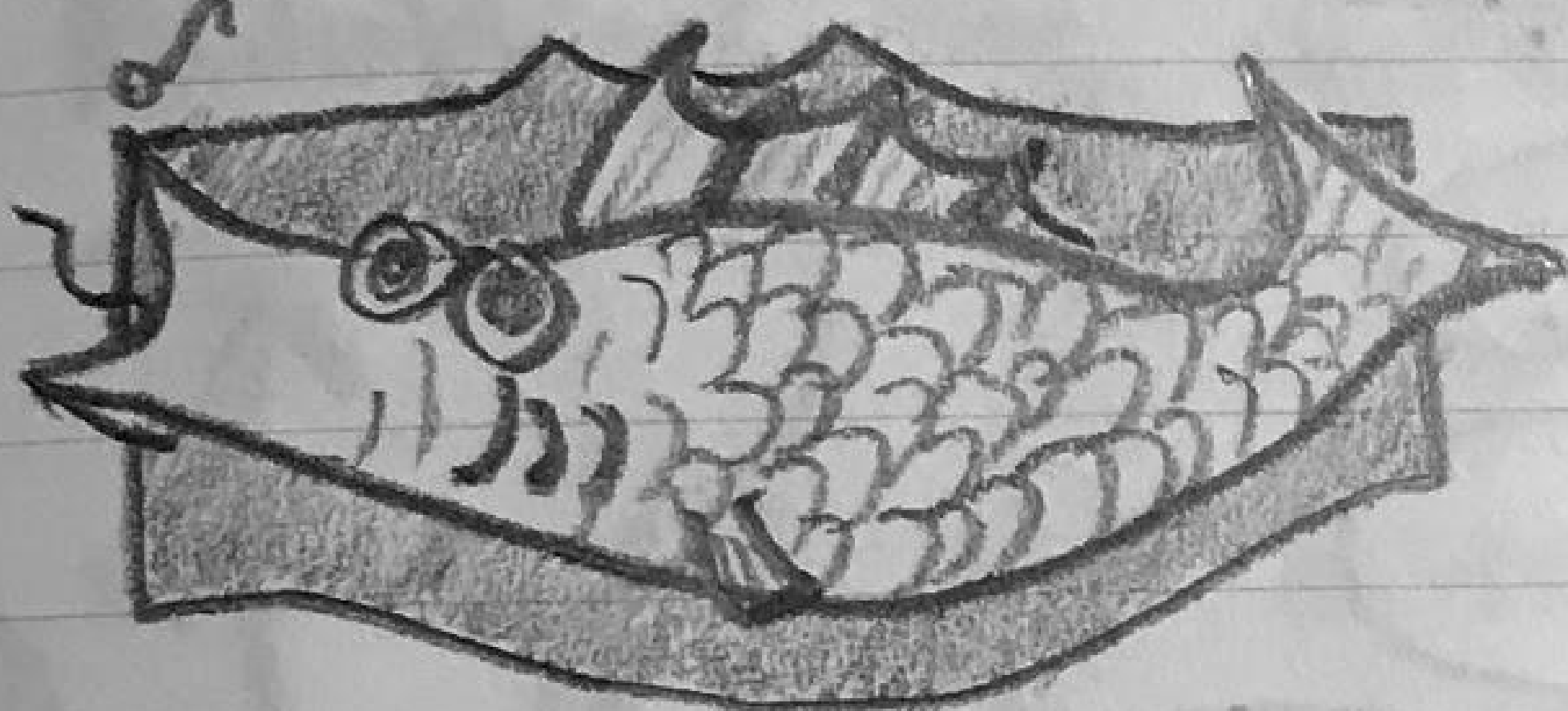
Discourse is kept alive by the community

Discourse is a dialog around a certain area with common vocabulary to the area

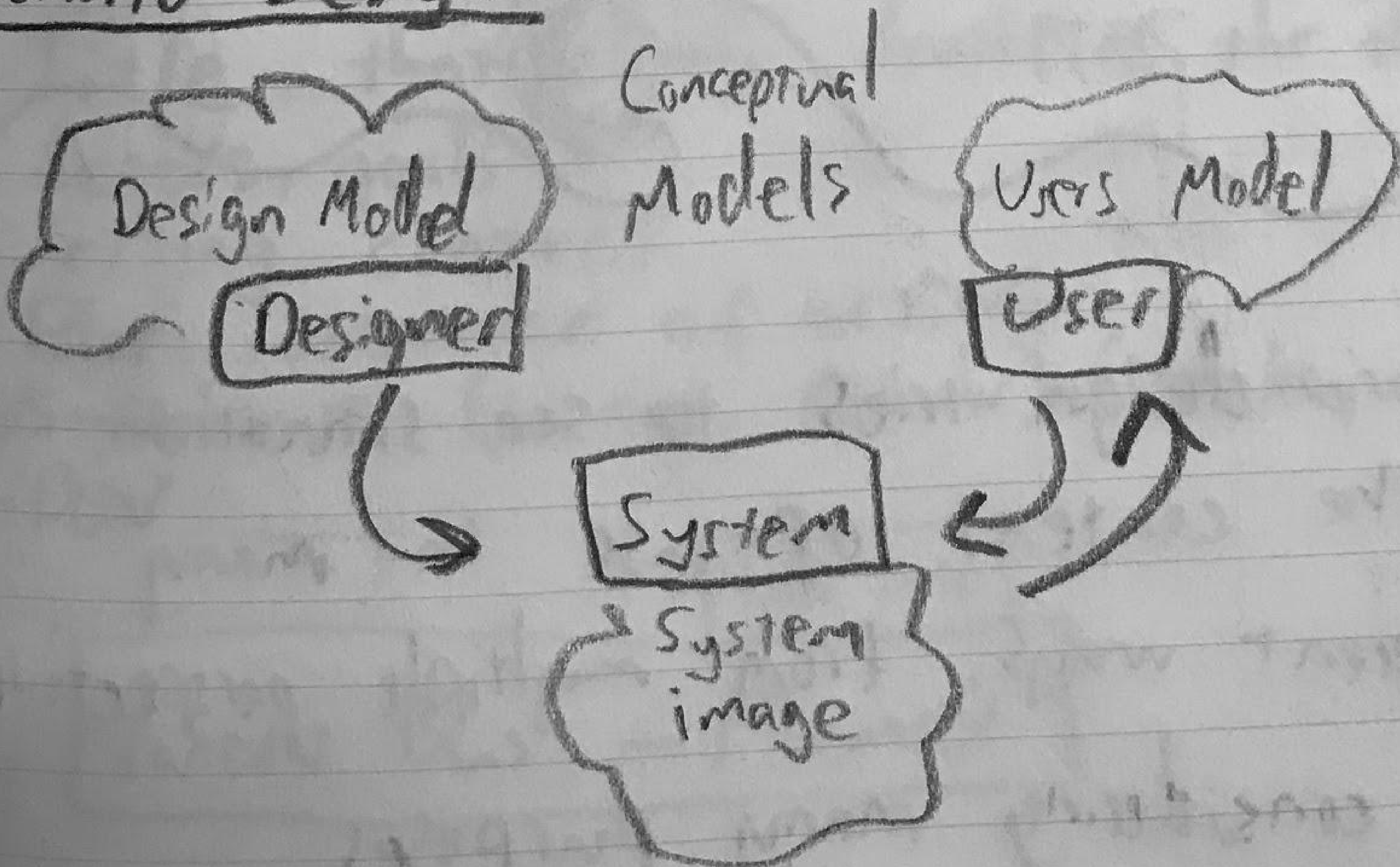
Artefact Analysis



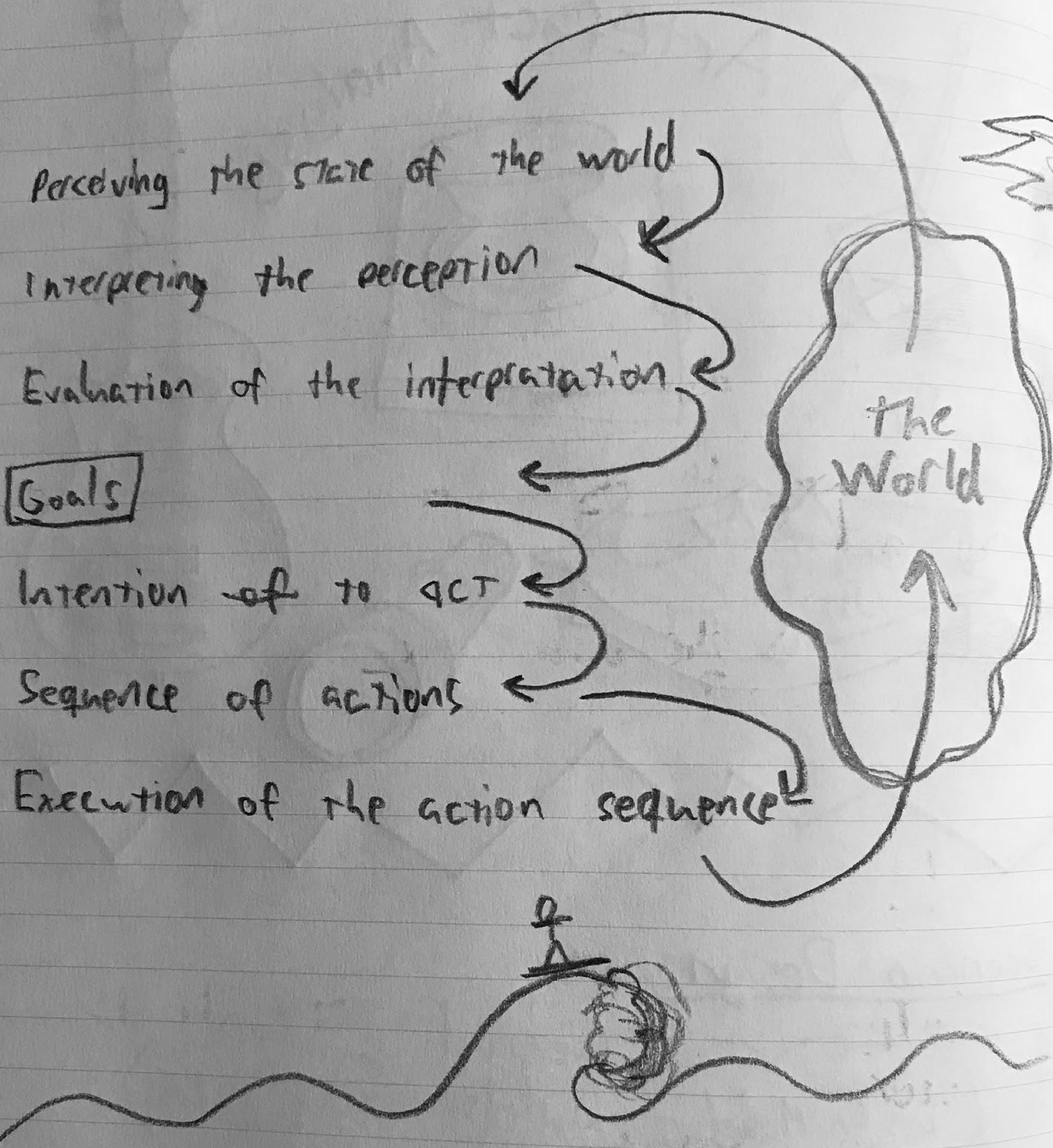
Trobolo



Scenario Design

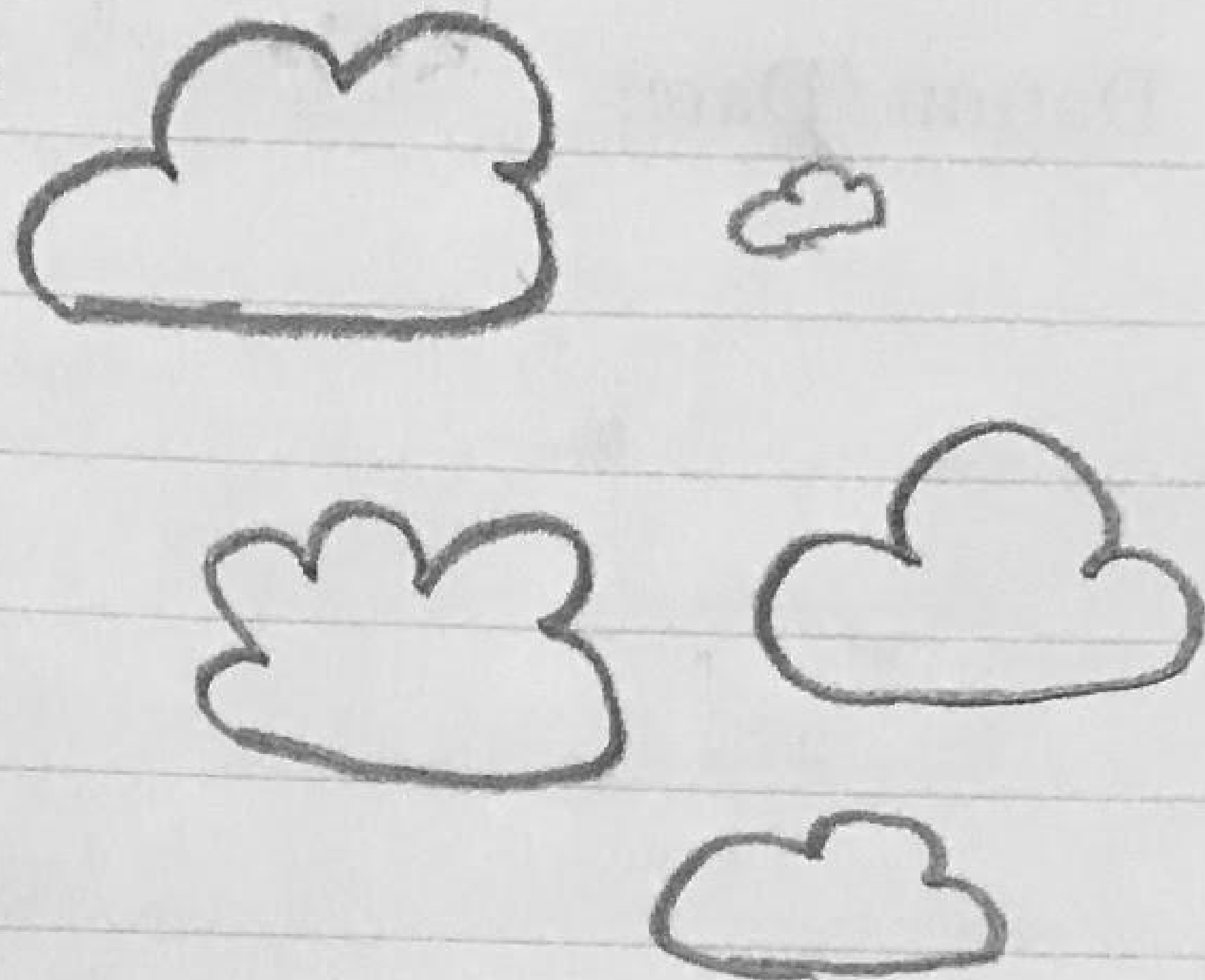
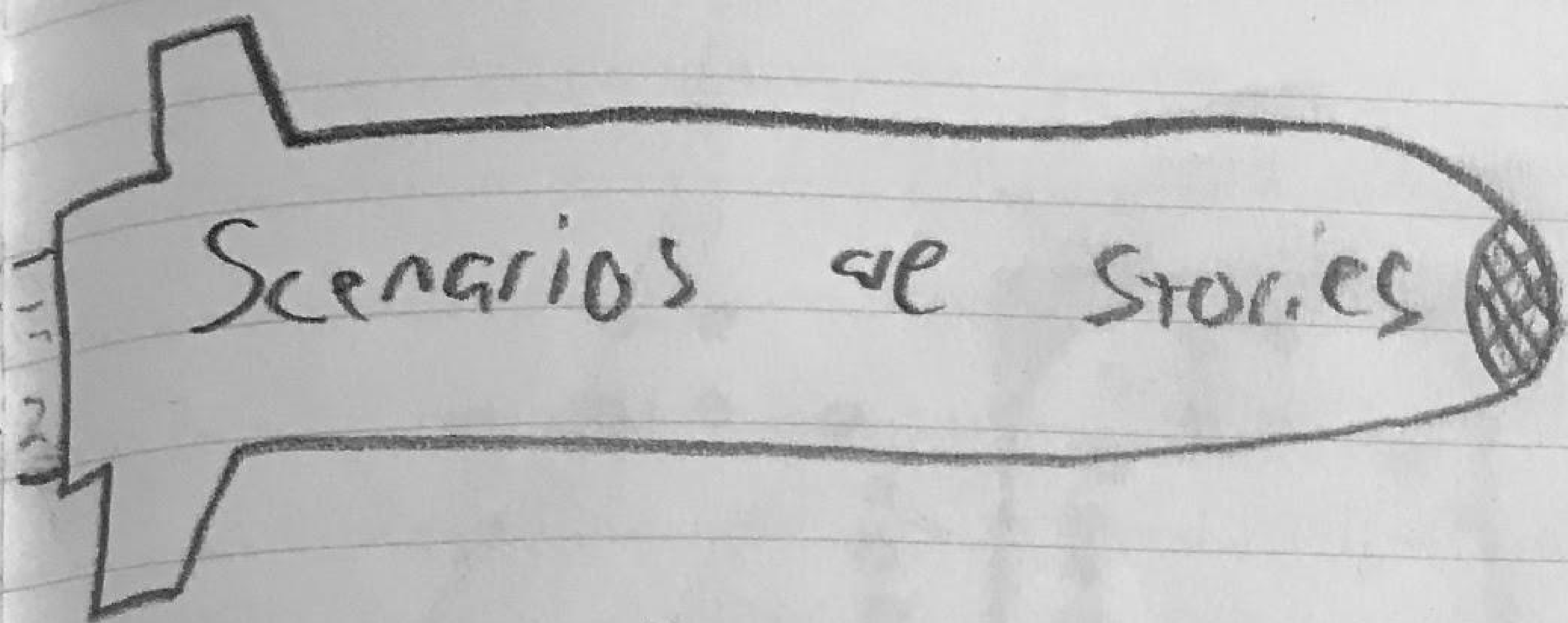


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Scenario design tries to see situation, or the context of use in many different ways, from multiple perspectives, and considering many purposes

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How does the user interact with the object?

How does the object react or respond?

What is the user trying to achieve?

Elements

- Title that clearly identifies the theme
- Actors, goals
- Setting, context
- Plot: sequence of actions
- Structure (Linear, Circular) (Episodes, Events)
- POV

Look into

Vannevar Bush - Memex

7 Steps to research

- identify - select the key ideas and their presentation
- Survey - determine the scope
- plan - organize the work
 - time schedule
 - work packages
 - task lists, dependencies
 - milestones and deliverables
- collect data
- analyze data
- discuss findings
- present

Design thinking approach

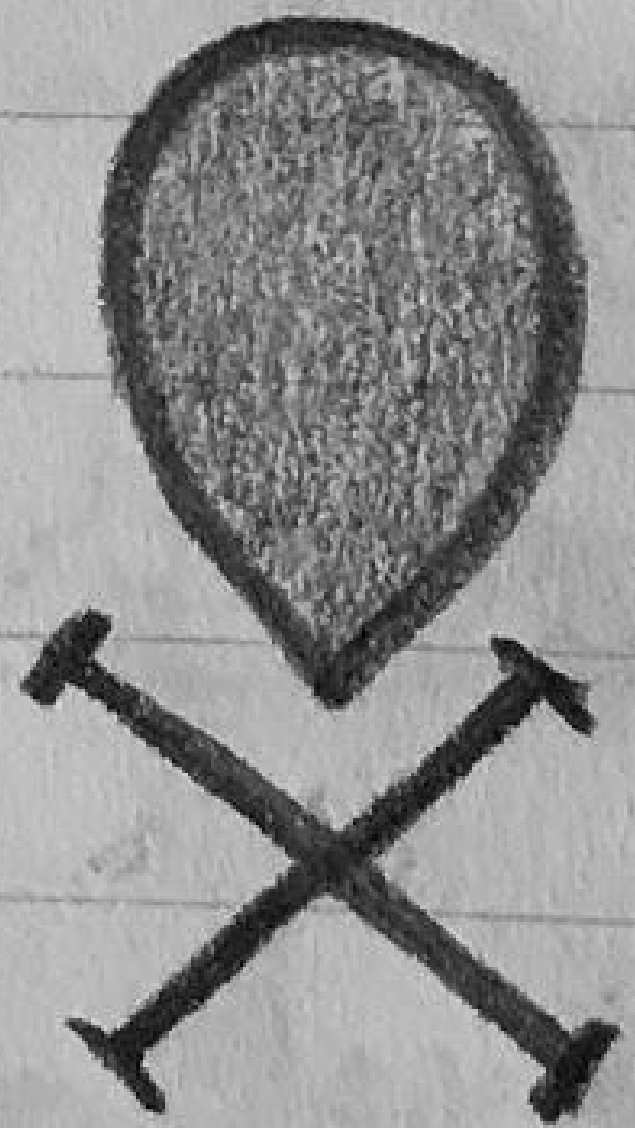
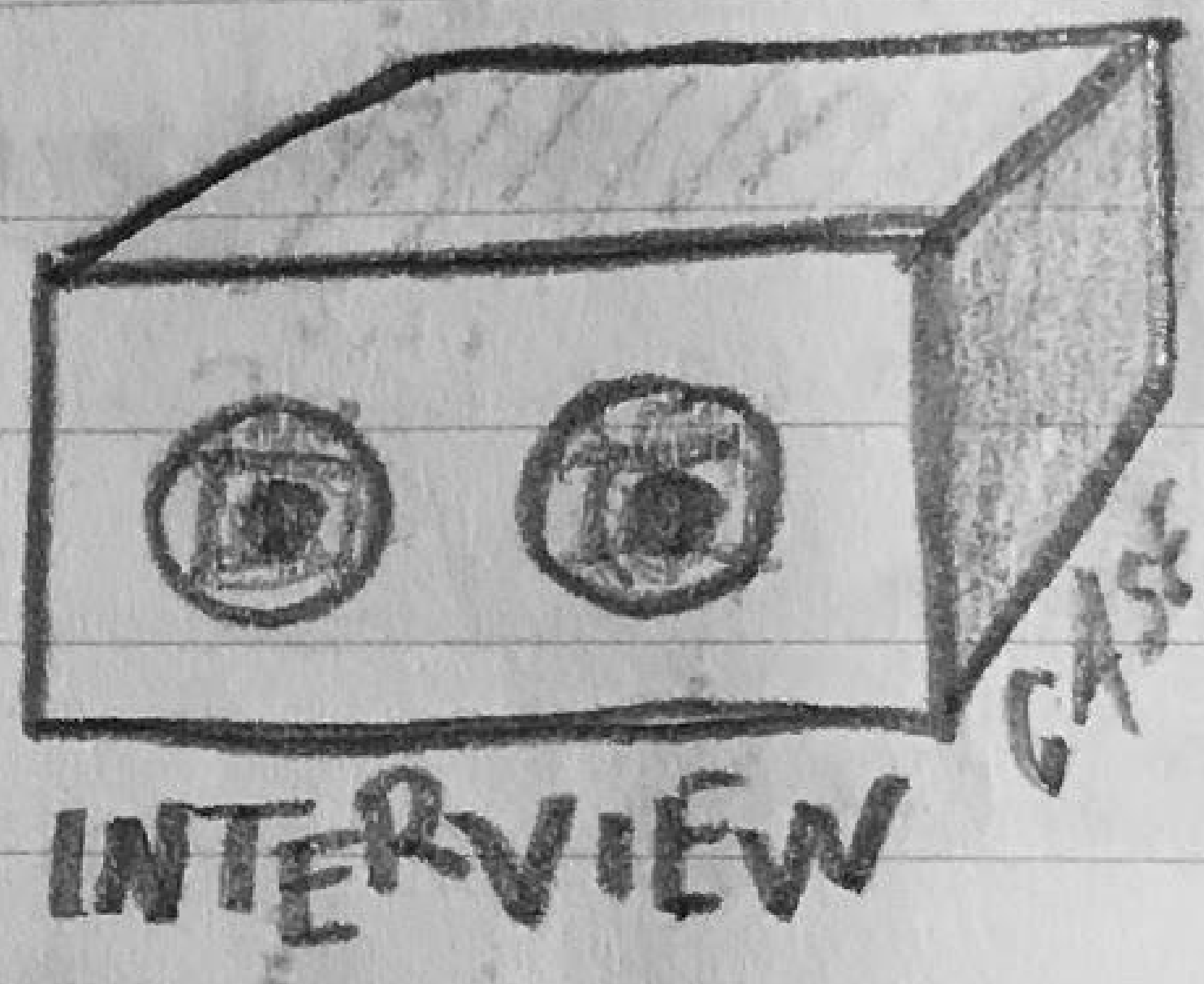
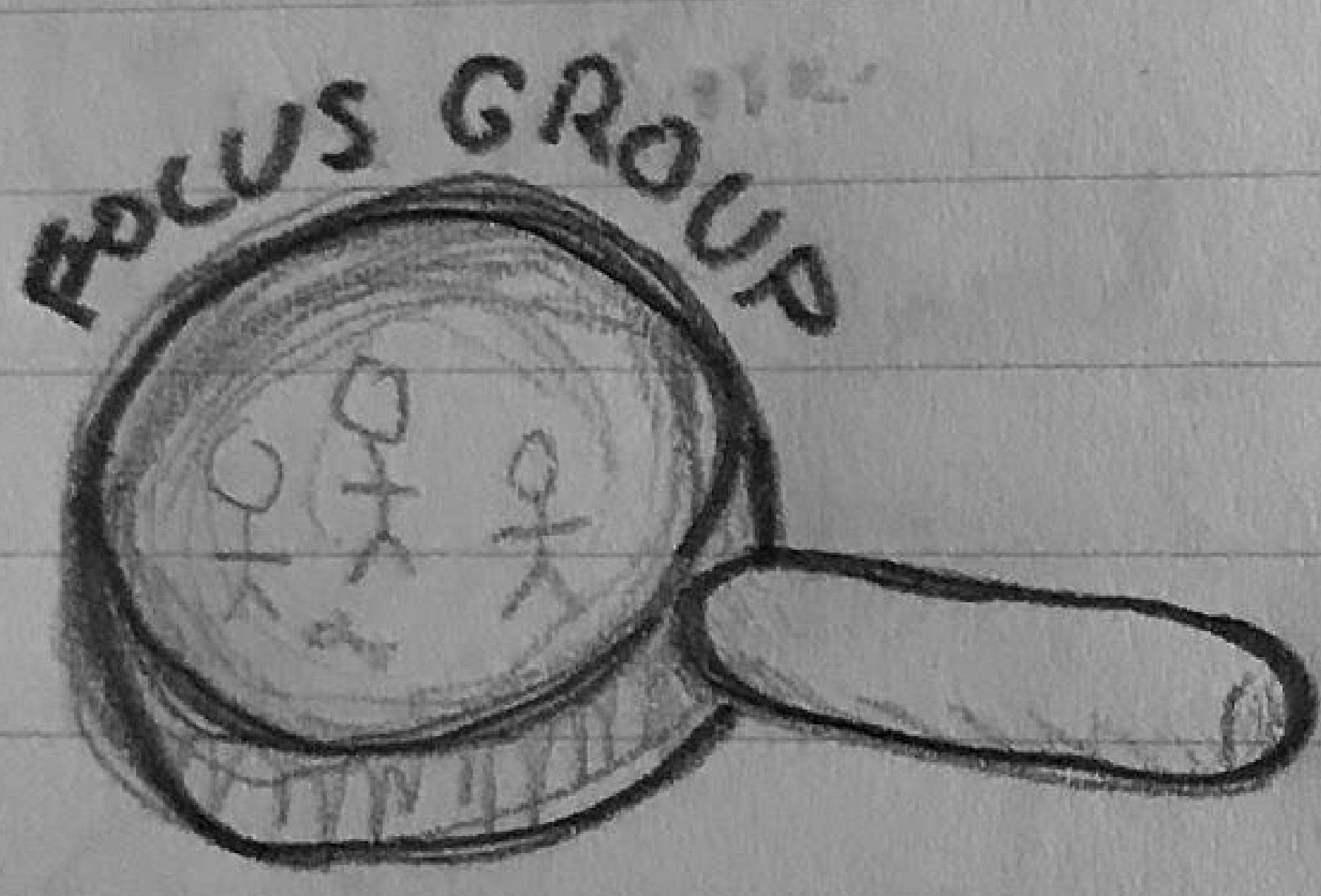
Deduction - Empirical methodology with experiments and quantitative methods

Induction - Research is done to make sense of phenomena

Abduction - Generative where research is used in the interest of creating something new

Sources

- Primary - something generated/collected by you
- Secondary - something collected by others



The interview

Clarity

- need to know what information you want/need
- format

Introduction

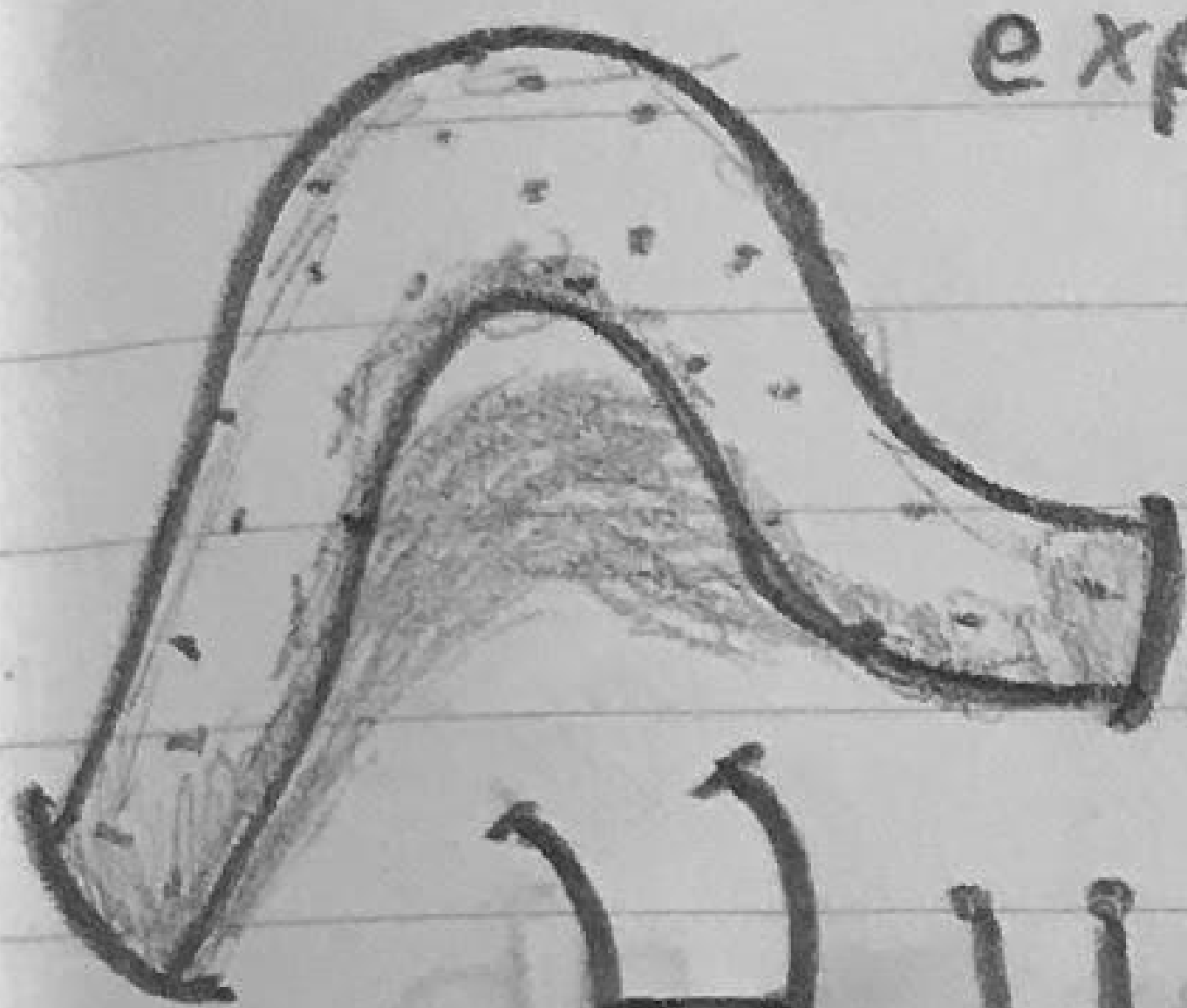
is important

- organize into sections
- most important question first

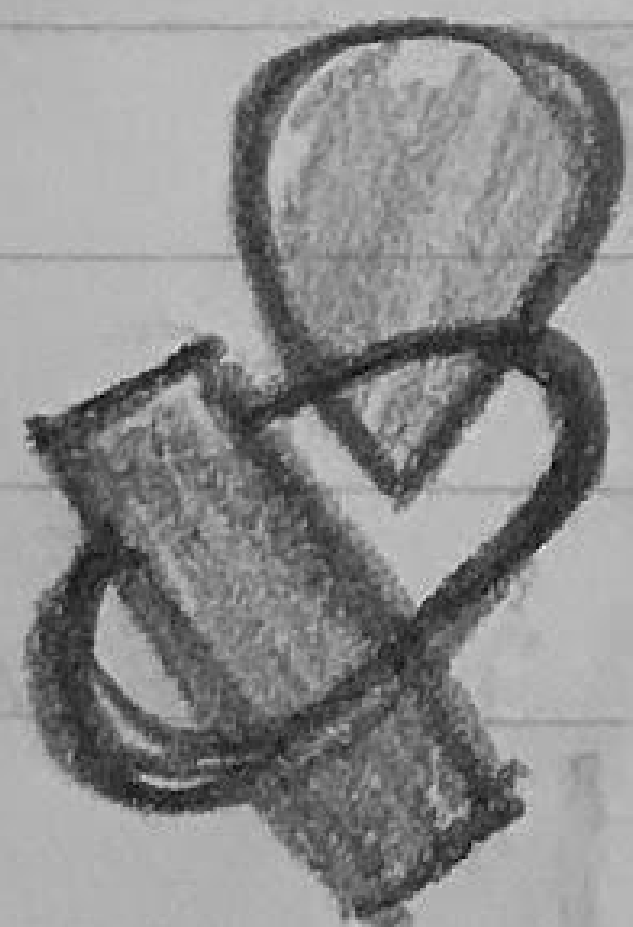
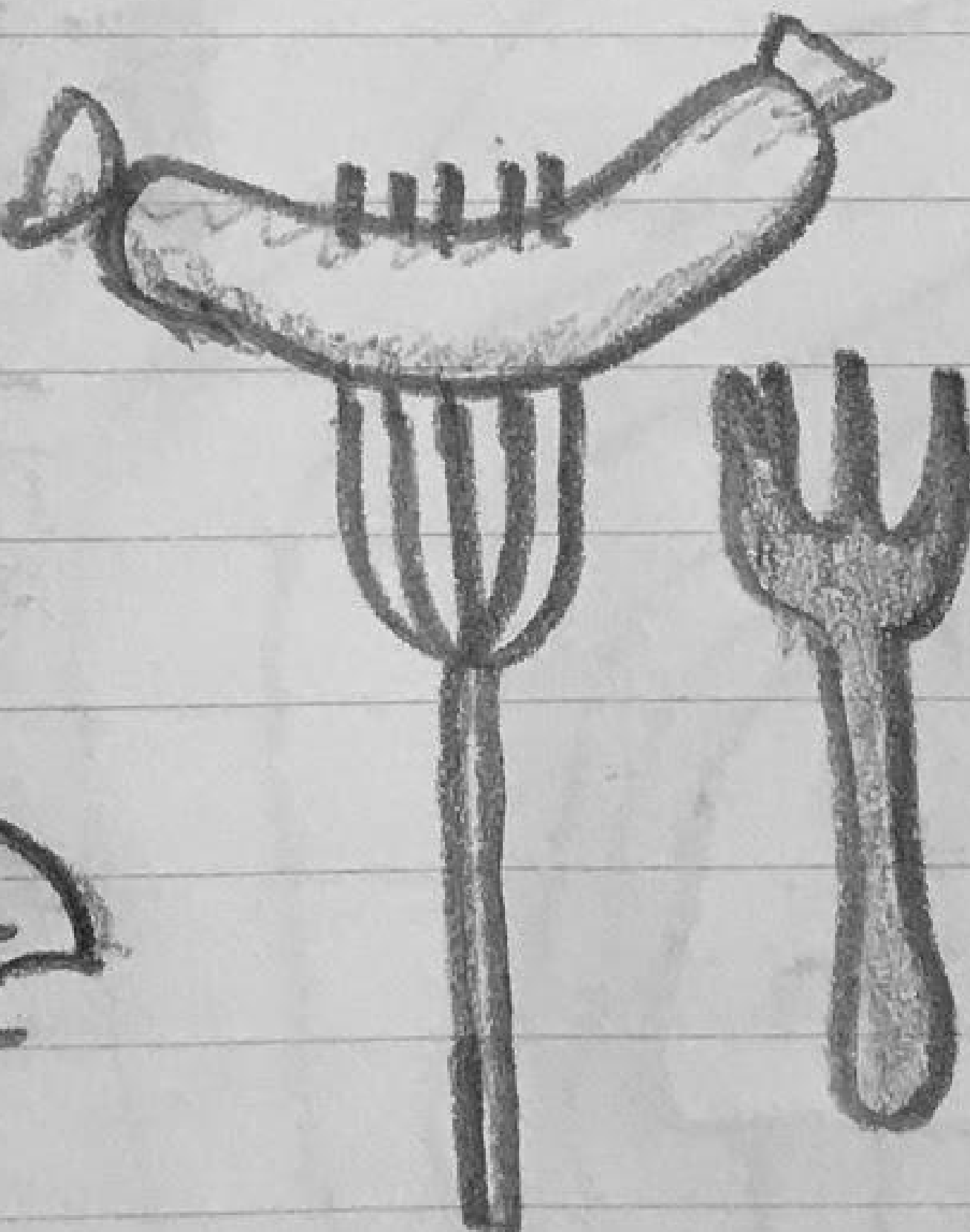


Cultural probes

Qualitative research - constructing a picture of the situation based on human experiences, thoughts and ideas



Identify key patterns and themes that might emerge



Questionnaire

- How likely would you use hānsi teleport?
- How much would you pay for one trip if in an emergency?
- Do you find it scary that your body will be broken into atoms?

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Second order of understanding

= Understanding how others understand smth

Human centered design

= Designing for humans for their needs

Exam

- Two parts:

vocabulary
essays

(~ 30 terms)
(4 questions)



Research methods:

artifact analysis

scenario design

protocol ~~analysis~~

interview

questionnaire

analysis

