

Using Primary and Secondary sources and Hybrids such as Culture Probes

AXM-E0002, Introduction to research skills
For MA students in Art and New Media

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Sources

- Primary
 - Unique to your work
 - Closer to the phenomenon under observation
 - Ex: Interviewing people about a topic
Translating and transcribing an original manuscript in an ancient language.
- Secondary
 - Based on information others have gathered through the use of primary data
 - Ex: Doing a literature survey of a topic
Gathering articles and citing someone in your work.

Working with the sources

- Doing detective work
- Building a foundation
- Gathering a framework
- Reflective discussions
- Telescoping into other spaces
- Arrows that guide
- Demonstrating your work using references
- A voice for yourself as well as others

Some literary sources

- Encyclopedias & compendia
- Books, specialized publications
- Discipline specific journals
 - peer-reviewed
 - indexed
- Conference proceedings
- Online repositories
- Films and other audio visual sources, including sound archives.
- General public journals & magazines

Design research & primary sources

- Focus groups
- Case studies
- Cultural probes
- Protocol analysis
- Interviews
- Fieldwork
- Co-Design and Participatory Design workshops

Cultural probes

- Qualitative research – “The purpose of qualitative research is the construction of a rich and meaningful picture of a complex and multifaceted situation.” (Gjoko Muratovski, Research for Designers, Sage Publications, Ltd., 2016)

Cultural probes

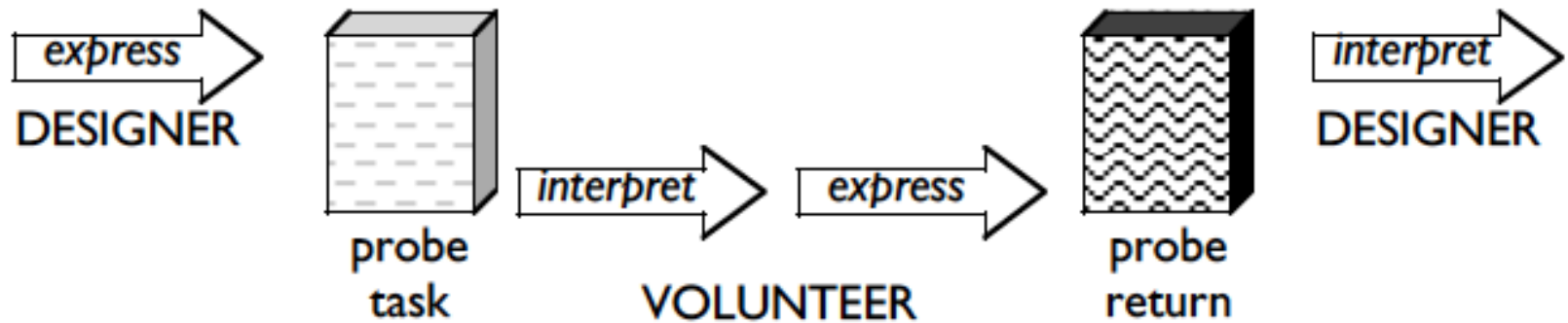
- Innovative – They can show you by *taking a picture* or *drawing a model*.
- Exploratory – Provide you *entry* into the fieldwork.
- Self-reporting – Gives a first person perspective from the viewpoint of the audience group.

Cultural probes

- Identify key patterns and themes that might emerge from a participant group or culture.
- Help to begin a conversation.
- Designed to elicit responses that are relevant to the design inquiry.
- *Interpretative* information.

Cultural probes

Interpretive process

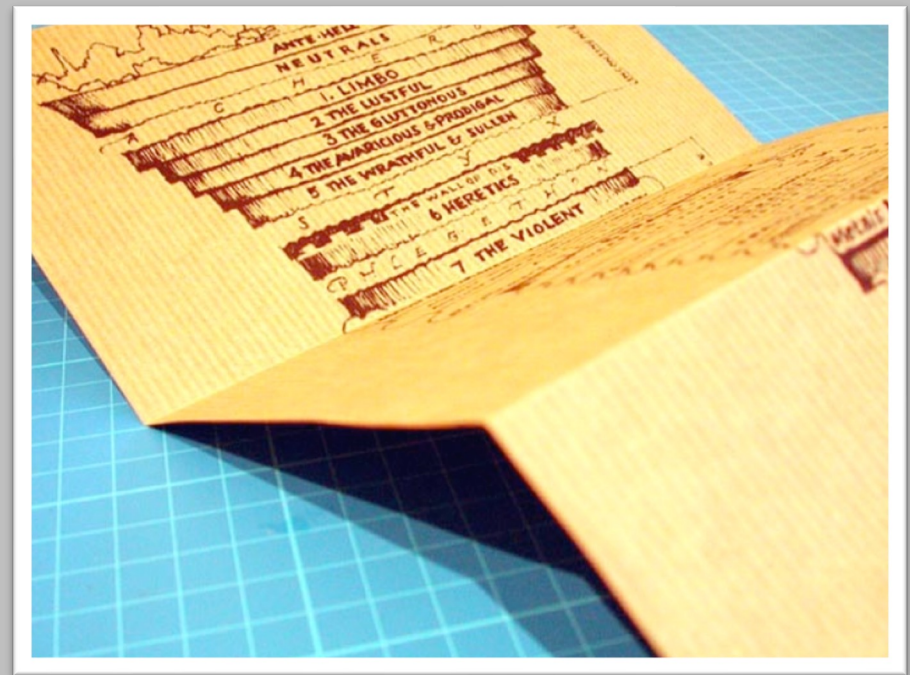
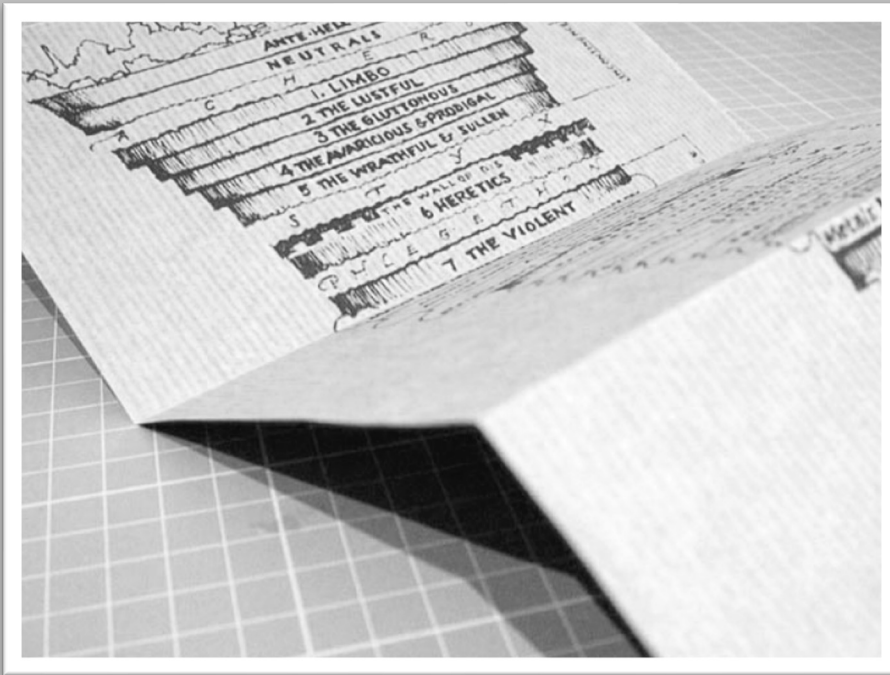


Cultural probes



From Gaver et al., "Cultural probes and the value of uncertainty"

Cultural probes



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Cultural probes



From Gaver et al., "Cultural probes and the value of uncertainty"

Steps

1. Identify the goals of the study.
2. Certify that the probe kit and activities will elicit compatible information.
3. Select the participants carefully based on the target audience for the project.
4. Decide on a clear schedule for delivery of tasks and kits and discuss these with the participants, making sure that they understand.
5. Once the kits are completed, there should be a follow up with the participants. The designer/researcher should share the inspirations and findings obtained.
6. As is the case with all data, previous consent should be obtained from all participants.
7. **Check this video about Cultural Probes!** <https://youtu.be/EJqpUG4pJIE>

Culture probes & media art

- Venue, <http://v-e-n-u-e.com>
- Interstate, <http://laurbanrangers.org/site/interstate>
- Urban Probes, <http://www.urban-atmospheres.net/UrbanProbes/index.htm>

Thank you!