

ARTS-L0130: Methods of gathering data, 4 cr, taught by Eeva Berglund

Monday, Tuesday, Wednesday mornings 15.1. - 31.1.2017, room 5022, Hämeentie 135 C

This intensive course gives students an understanding of the main methods of gathering or generating and managing qualitative data. It will help them think critically but constructively about what 'data' is and how it can be used, but above all, it offers practical tasks in designing and carrying out field research related to human behaviour. The course is designed so that students will generate material that they can later analyse on the Methods of Analysing Data course, ARTS-L0104, taught by Annamari Vänskä, starting 19.02.2018.

Teaching sessions: Contact time will consist of lectures and practical activities. Students must attend 75% of classes unless separately agreed in advance with the teacher. Active participation in classroom discussions and exercises will be used alongside take-home tasks to assess progress in the practices and principles of qualitative data gathering. Check starting times for each session.

Readings: These are divided into compulsory and background texts. You should read them **before** they are discussed in class. Readings will be provided on MyCourses unless they are freely available online and/or in the library.

Deliverables and deadlines

Submissions: Some tasks involve submitting written or other work in MyCourses, some do not. Whenever you submit work, include your name and other details of the submission. Please make sure you put your surname in the document title. **Independent and group tasks** should normally be completed over the week, and time will be given during classes to work on them. Each task is numbered, but final submission times are not necessarily consecutive.

Keep track of when tasks need to be completed and which ones need to be submitted for grading. In addition to submitted tasks, keep notes of your activities that you can retrieve for analysing later!

Final practical task: Successfully plan and execute a small exercise of data gathering.

Final essay: Write a reflective essay of about 1500 words to be submitted on My Courses by midnight 12.2.2018. (For DoD students, by 14.2).

Equipment: A standard mobile phone with a built-in recorder will be enough, but you may prefer to have a voice recorder and camera as well. More information at <https://takeout.aalto.fi/>

Grading is on a scale from 1 - 5 with all tasks as well as active class participation contributing to the final mark.

Research streams Besides assignments that relate to your own research, you will be asked to do assignments of two broad types (streams): **on objects of consumption or public space**. You should choose to work on EITHER objects of consumption (wardrobe studies) OR (urban) public space and focus on that stream throughout the course. This way you will build up a small body of material linked to one or the other area that you can use on the data analysis course. Both streams will allow you to practice the full range of methods introduced on the course. Both streams allow for generating data of all kinds. Choosing objects of consumption / wardrobe studies will mainly involve working with clothes. Choosing spatial studies will mainly involve working with urban space.

Pre-course reading: Sanjek, Roger (1990) 'A Vocabulary for Fieldnotes', in *Fieldnotes: The Makings of Anthropology*.

Pre-course task (Task 1): *Observation exercise to be completed independently before the first meeting. Spend 45 - 60 minutes observing behaviour and make notes in whatever medium you feel is most appropriate and comfortable. If you take photographs, make a note of the place, time and other possible contextual information. Choose stream 1 or 2 and try to stay with that for the whole course.*

Stream 1, wardrobes and consumer objects: Do the exercise in a shopping or semi-public space by observing the shopping habits of other people.

Stream 2, urban space: Do the exercise in a street, a public space, or a semi-public area (for instance a shopping mall or other publicly accessible urban space). Observe how the space is used.

Bring notes of your observations in a form that you can make sense of to the first meeting.

TEACHING TIMETABLE:

Mon 15.1.2018 9:15 -12:00: Observing and documenting

Tues 16.1.2018 10:00 - 12:00: Interviewing 1

Weds 17.1.2018 9:15-12:00: Interviewing 2

22.1.2018 10:00 - 12:00: Cultural probes

23.1.2018 9:15 - 12:00: Documents and other objects

24.1.2018 9:15 -12:00 Visual methods: Anna Kholina, PhD candidate, DoD

29.1.2018 9:15-12:00: Ethnographies and case studies

30.1.2018 9:15 - 12:00 Speculative and activist research

31.1.2018 10:00 - 12:00 Focus group discussions

WEEK 1

Mon 15.1.2018 9:15 - 12:00: Observing and documenting human behaviour

Additional readings: Gans, H. J. (2011) 'Participant observation in the era of 'ethnography'', in Atkinson, Paul & Sara Delamont (eds) *SAGE Qualitative Research Methods*.

Walford, Geoffrey (2009) 'The practice of writing ethnographic fieldnotes', *Ethnography and Education*, 4:2, 117-130.

Lehtonen, Turo-Kimmo & Pasi Mäenpää (1997) 'Shopping in the East Centre Mall', in Falk, Pasi and Colin B. Cambell (eds), *The Shopping Experience*.

Geertz, Clifford (1973) 'Thick description: Toward an Interpretive Theory of Culture', in Geertz (ed.) *The Interpretation of Cultures*, New York: Basic Books.

Doloughan, Fiona J. (2002) 'The language of reflective practice in art and design', *Design Issues*, Vol.18(2): 57-64.

Feyerabend, Paul (1988) *Against Method*.

Task 2: Schedule an interview linked to your own research project to be carried out before 30.1.2018. This can be anyone, including a friend, but the focus is on your own research. No need to submit anything at this point.

Task 3: Practical exercise. Either do an observation exercise or an object interview related to your chosen stream (max 90 minutes). Once you have finished, compile and submit a short MyCourses entry, e.g. as a fieldnotes table, in MyCourses by midnight 20.01.18 (Saturday). Make sure your own notes are in a format that you can retrieve and make sense of later. Instructions will follow.

Before launching into the task read the following:

In stream 1, wardrobe studies: Woodward, S. (2016) "'Humble" blue jeans: Material culture approaches to understanding the ordinary, global, and the personal', in Heike Jenss (ed.) *Fashion Studies*, <https://aalto.finna.fi/Record/alli.721891>

In stream 2, spatial studies: Matan, Anne and Peter Newman (2012) 'Jan Gehl and new visions for walkable Australian cities', *World Transport Policy and Practice*, online: https://espace.curtin.edu.au/bitstream/handle/20.500.11937/9921/191158_71520_PN_WTPP.4.pdf?sequence=2

Tues 16.1.2018 10:00 - 12:00: Interviewing basics, including access and ethics

Compulsory pre-reading: Warren, Carol A. B. (2001, 2011) 'Qualitative interviewing', in Jaber F. Gubrium & James A. Holstein (eds) *SAGE Handbook of Interview Research*.

Additional readings: Leavy, Patricia (2017) Chapter 2: 'Ethics in Social Research', in *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. <https://aalto.finna.fi/Record/alli.798308>

Atkinson, Paul & Silverman, David (1997) Kundera's Immortality: the interview society and the invention of the self. *Qualitative Inquiry* 3(3): 304-325.

Silverman, David (2017) 'How was it for you? The Interview Society and the irresistible rise of the (poorly analyzed) interview', *Qualitative Research*, Vol.17(2): 144-158.

Woodward, Sophie (2016) 'Object interviews, material imaginings and "unsettling" methods: interdisciplinary approaches to understanding materials and material culture', *Qualitative Research*, Vol. 16(4): 359-374.

Weds 17.1.2018 9:15-12:00: Interviewing 2, including note-taking and organising notes

Compulsory pre-reading: Evans, James & Phil Jones (2011) 'The walking interview: Methodology, mobility and place', *Applied Geography*, 31: 849-858.

Additional readings: Douglas-Jones, Rachel (2017) 'Notes from inside a twitter experiment', #Colleex network for ethnographic experimentation blog: <http://allegralaboratory.net/notes-from-inside-a-twitter-experiment-collex/>

Task 4: Write up the walk-along or object interview you did during the class (from recordings and/or written notes). See how much you can get done in 1 hour. Due 20.01. by midnight.

Task 5: Devise an interim system for filing audio-tapes, photographs, fieldnotes, etc. In a short (300 word max) MyCourses entry, describe and justify your approach. Due 22.1. 10 am.

WEEK 2

Mon 22.1.2018 10:00 - 12:00: Cultural probes

Compulsory pre-reading: Gaver, Bill; Tony Dunne; Elena Pacenti (1999) 'Cultural Probes', *Interaction*, Jan-Feb 1999.

Boehner, Kirsten; William Gaver; Andy Boucher (2012) 'Probes', in Wakeford, Nina and Celia Lury (eds) *Inventive Methods*.

Additional readings: Mattelmäki, T., A. Lucero, Jung-Jo Lee (2016) 'Probing - Two perspectives to participation', *Collaboration in Creative Design*, Markopoulos et al. (eds). DOI 10.1007/978-3-319-29155-0_3

Dyrssen, C. (2011) 'Navigating in heterogeneity: architectural thinking and art-based research', *The Routledge Companion to Research in the Arts*.

Jones, Adam & Janet Woolley (2015) 'The email-diary: a promising research tool for the 21st century?', *Qualitative Research*, Vol.15(6): 705-721.

Task 6: Over the week, working in small groups (max 4 people), design a small kit of cultural probes - images, maps, objects and other materials - to explore your research stream (objects of consumption or spatial design). You should plan the probe exercise, but you need not carry it out in practice. Agree on a specific research problem and site (there will be a suggestion in the lecture), and lay out a list of potential respondents, devise a feasible research timetable and plan of execution. Document your meetings for use later and ensure everyone has materials once the exercise has been completed. Note: This exercise should also be done by distance-learning participants through online meetings and email correspondence.

Task 7: Each group should submit a one or two-page MyCourses entry on the probe exercise. More instructions will be provided. Due 28.01. by midday.

Tue 23.1.2018 9:15 - 12:00: Documents, objects and other research participants

Compulsory pre-reading: Marres, Noortje (2012) 'Experiment: the experiment in living', in Wakeford, Nina and Celia Lury (eds) *Inventive Methods*.

Additional readings: Klepp, Ingun Grimstad and Mari Bjerck (2014) 'A methodological approach to the materiality of clothing: Wardrobe studies', *International Journal of Social Research Methodology*, Vol 17(4): 373-386.

Tamboukouk, Maria (2014) 'Archival research: unravelling space/time/matter entanglements and fragments', *Qualitative Research*, Vol14(5): 617-633.

Freire, P. (2000) *Pedagogy of the oppressed*.

Openjuru, G. L. et al. (2015) 'Despite knowledge democracy and community-based participatory action research: Voices from the global south and excluded north still missing', *Action Research*, Vol. 13(3): 219-229.

Foth, Marcus and Axup, Jeff (2006) 'Participatory Design and Action Research: Identical Twins or Synergetic Pair?' In Jacucci, Gianni and Kensing, Finn and Wagner, Ina and Blomberg, Jeanette, Eds. *Proceedings Participatory Design Conference 2006: Expanding Boundaries in Design 2*.

Weds 24.1.2018 9:15 -12:00 Visual methods: Anna Kholina, PhD candidate, DoD

Compulsory pre-reading: Pink, S. (2007). Walking with video. *Visual Studies*, 22(3), 240–252.

<http://doi.org/10.1080/14725860701657142>

Additional readings: Brice, S. (2017). Situating skill: contemporary observational drawing as a spatial method in geographical research. *Cultural Geographies*, 147447401770251.

<http://doi.org/10.1177/1474474017702513>

Pink, S., Sumartojo, S., Lupton, D., & Heyes LaBond, C. (2017). Empathetic technologies: digital materiality and video ethnography. *Visual Studies*, 32(4), 371–381.

<http://doi.org/10.1080/1472586X.2017.1396192>

Pink, S. (2011). Sensory digital photography: re-thinking “moving” and the image. *Visual Studies*, 26(1), 4–13. <http://doi.org/10.1080/1472586X.2011.548484>

You may also appreciate Emmison, M. and Smith, P. (2000) “Researching the Visual: Images, Objects, Contexts and Interactions in Social and Cultural Inquiry”. E-book <https://aalto.finna.fi/Record/alli.674387>

Don't forget your group tasks 6 and 7 on the cultural probe exercise.

WEEK 3

Task 8: Using a combination of methods from the course and, if you wish, from beyond, carry out EITHER a wardrobe study with someone outside of this class OR a study of an urban space (as per the stream you chose at the start of the course). Draw on a range of approaches and methods. Task 10 will be to write a reflective essay on this task.

Task 9: One or two-page field report on your independently arranged interview. Do not transcribe speech. Make sure to file the recording and other data you generated in a safe place. Submit by 05.2.2018.

Task 10 or final assignment: Write a reflective essay on the process of carrying out the wardrobe/spatial study, of no more than 1 500 words. Submit on MyCourses by 12.2.2018.

Mon 29.1.2018 9:15-12:00: Ethnographies and case studies

Compulsory pre-reading: Burawoy, Michael (1998) 'The Extended Case Method', *Sociological Theory*, Vol. 16(1): 4-33.

Additional readings: Back, Les (2007) *The Art of Listening* (I especially recommend the Introduction and Epilogue.)

Moon, C. H. (2016) 'Ethnographic entanglements: memory and narrative in the global fashion industry', in Heike Jenss (ed.) *Fashion Studies*, <https://aalto.finna.fi/Record/alli.721891>

Fujii, Lee Ann (2015) 'Five stories of accidental ethnography: turning unplanned moments in the field into data', *Qualitative Research*, Vol.15(4): 525-239.

Pink, Sarah (2012) *Doing Sensory Ethnography*, especially chapter 1, 'Situating Sensory Ethnography: From Academia to Intervention'.

Suopajärvi, Tiina (2014) 'Past experiences, current practices and future design: ethnographic study of ageing adults every day ICT practices – and how it could benefit public ubiquitous computing design, Technological Forecasting And Social Change', xxxx.

Gorman, Richard (2017) 'Changing Ethnographic Mediums: The Place-based Contingency of Smart Phones And Scratch Notes', *Area*, 2017, 49.2, 223 – 229.

Tue 30.1.2018 9:15 - 12:00 Speculative and activist research

Compulsory pre-reading: Criado, Tomàs Sánchez and Israel Rodriguez-Giralt (2017) Chapter Eleven, Caring through Design?: En torno a la silla and the 'Joint Problem-Making' of Technical Aids, In *Care and Design: Bodies, Buildings, Cities*, Charlotte Bates, Rob Imrie, Kim Kullman (eds).

Additional readings: Halse, Joachim and Laura Boffi (2016) 'Design interventions as a form of inquiry', in Smith, Rachel Charlotte; Kasper Tang Vangkilde; Mette Gislev Kjaersgaard; Ton Otto; Joachim Halse; Thomas Binder (eds) 2016 *Design Anthropological Futures*, London & New York: Bloomsbury. (And any of the other chapters in the book!)

di Salvo, Carl (2012) *Adversarial Design*.

Wed 31.1.2018 10:00 - 12:00 Focus group

Compulsory pre-reading: Finch, Helen and Jane Lewis Chapter 7, 'Focus Groups', in Ritchie 2003 *Qualitative Research Practice* (pdf).

Make sure you have stored the material generated in a form that you can retrieve and make sense of later!!

