

## Fieldwork & ethnography

- Cultural probes
- Auto - ethnography

Choosing Method.

Quantitative research method. / affinity diagrams

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### Fieldwork : Research in natural Environment

Approach to collecting fieldwork materials

Ethnography 人类学

- participant observation Interview / observ. / participate in activity
- Interpretation. → "thick" textual description
- Analytical orientation.

stimulate ideas in design phase  
collect data about daily life

Methods:

Cultural Probes :  
• Packs of Materials  
• Aim: discovering new pleasures  
    } forms of sociability  
    } cultural forms  
Inspiration for design.

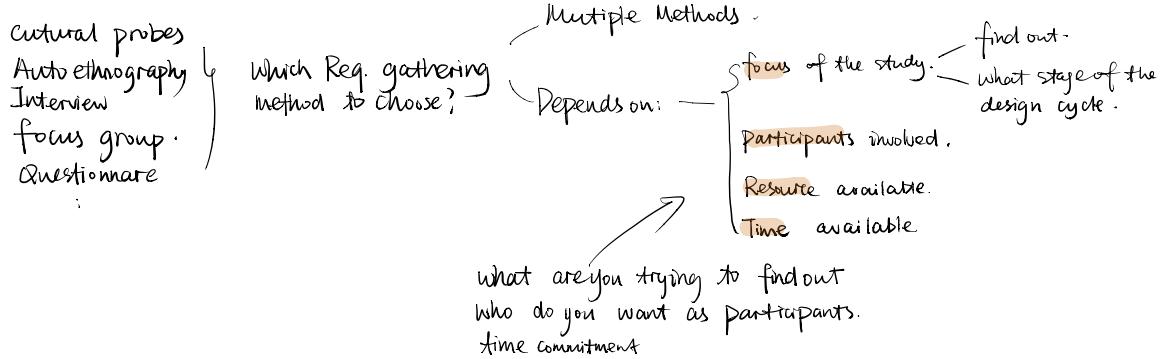
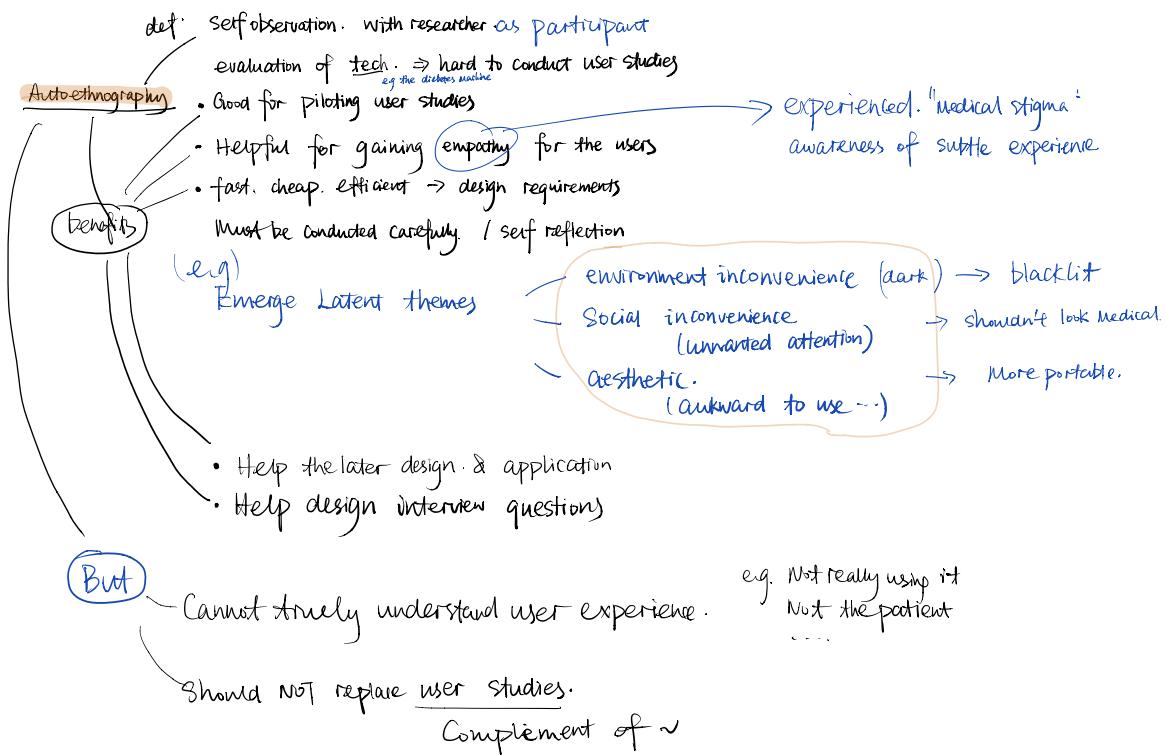
Information Probes :  
① when designing with unconventional users.  
② standard observation not appropriate.  
(people unwilling to expose their lives to strangers)

requirement gathering  
Data collecting  
Stimulate idea

Packs : encourage reflection on the important features

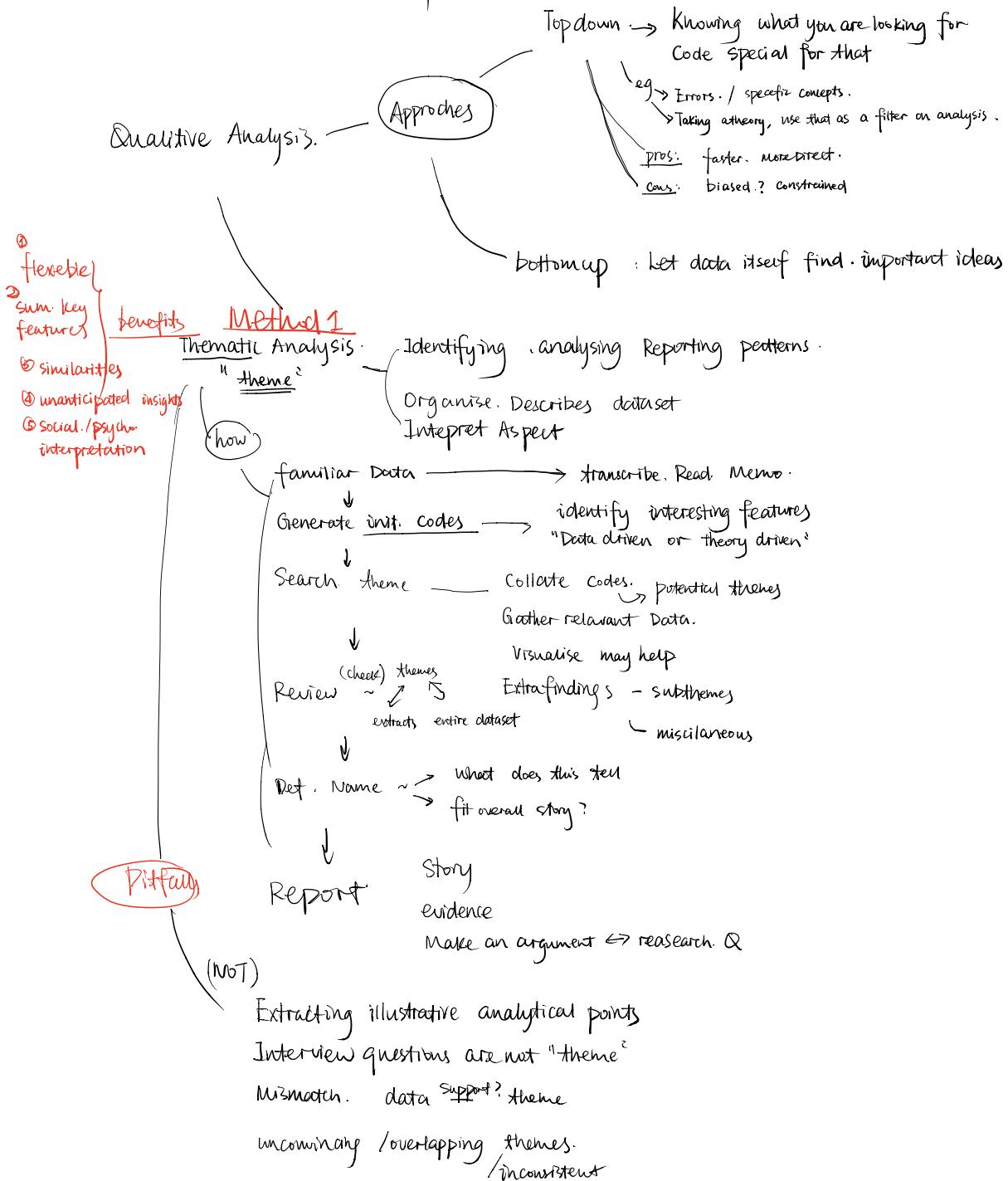
Returned ~ basis for ongoing conversation.

Participants Active role.  
useful insights for designers



## Qualitative vs Quantitative

定性分析      定量分析



Affinity Diagram — for finding emerging patterns.