

# Session 2

Introducing Ethnography in design research

# recap from session 1

- What is a scientific contribution?  
How do we establish knowledge?
- What is knowledge?  
Ontology and Epistemology
- What is research in a design context?  
Design as research and Design as a generative process.

# recap from session 1

Where are *you* in all this?

**what design research  
do you see?**

**discussion**

# what is ethnography?

‘Ethnography is a study through direct observation of users in their natural environment rather than in a lab. The objective of this type of research is to gain insights into how users interact with things in their natural environment.’



- <https://vimeo.com/111488563>  
*Whyte, William Hollingsworth. 2005. The social life of small urban spaces. Santa Monica, CA: Direct Cinema Ltd.*
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# Processes

- Passive observation
- Contextual interviews



# Advantages of Ethnography research

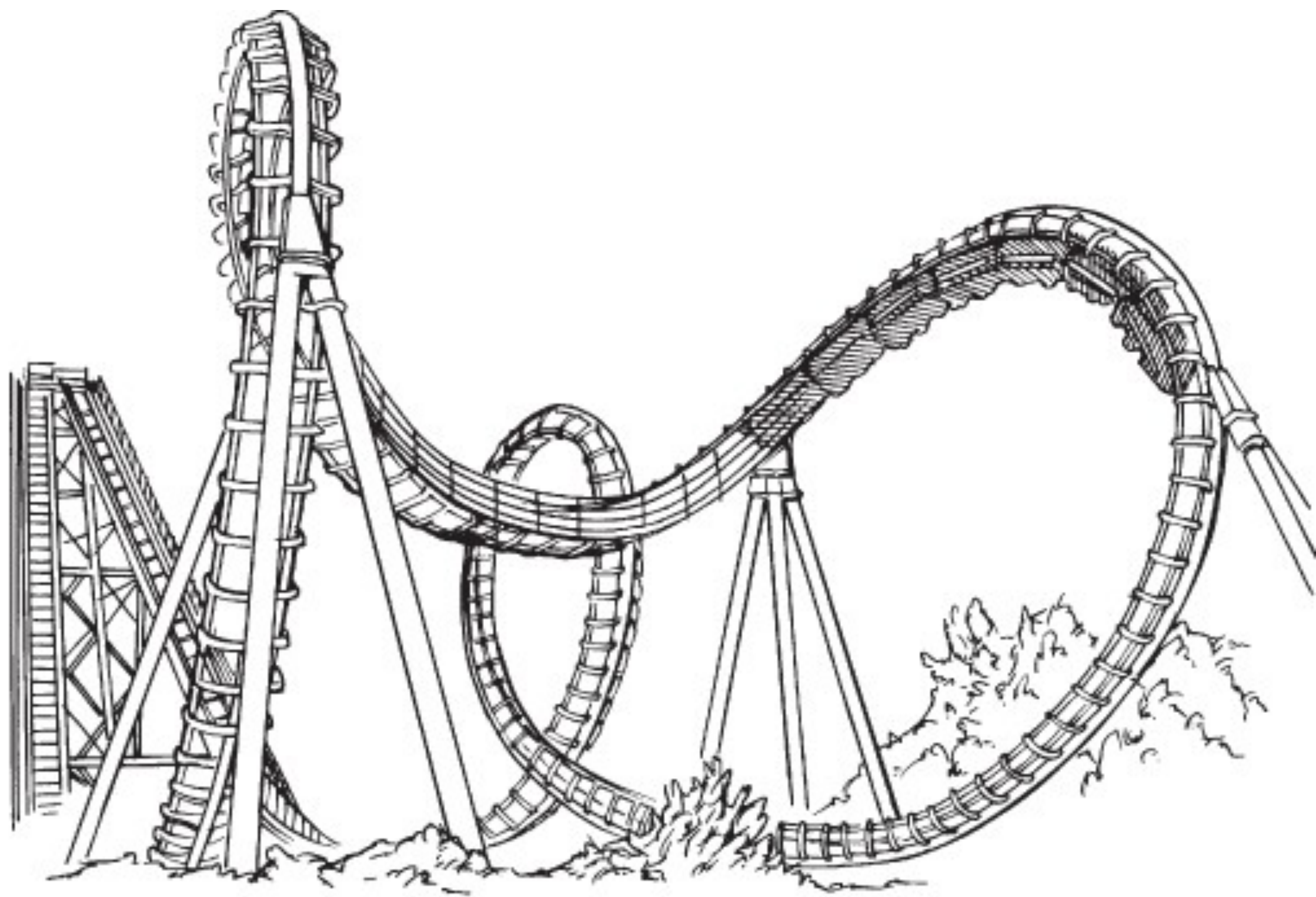
- See first-hand how users interact with technology in the field
- Identify issues that you might not have encountered in a usability test
- Commercially is an opportunity to test new ideas before they are released

# Disadvantages of Ethnography research

- Because there can be greater insight into users it can take longer to generate and analyse findings.
- Short studies may not get a user acting naturally as they are aware of the researchers present.
- The cost of conducting ethnographic studies can carry additional cost vs a usability test.

# auto-ethnography

**“Auto-ethnography is a form of qualitative research in which an author uses *self-reflection and writing* to explore anecdotal and *personal experience* and connect this autobiographical story to wider cultural, political, and social meanings and understandings.”**



# key moment: Change through friendly friction

Changing behavior is challenging. Keymoment is a key holder designed to increase the frequency of taking the bike instead of the car. To do so, it creates friction and choice, but in a light way. It is an example of what we call "pleasurable troublemakers" – transformational objects based on a particular Aesthetic of Friction.

In short, this aesthetic aims at creating friction (mainly through choice) to highlight and suggest behavioral alternatives to established routines. However, it does so in a light, often naïve, understanding or even ironic way. While these objects know what is good for you, they also understand all those moments, when changing something seems just not possible.

<https://vimeo.com/86994036>







Marc Hassenzahl: Introduction to User Experience and Experience Design

<https://www.youtube.com/watch?v=IEvhxJKTK8>

"Traditionally HCI has been concerned with work and task based applications but as digital technologies proliferate in the home fun becomes an important issue. There is an established body of knowledge and a range of techniques and methods for making products and interfaces usable, but far less is known about how to make them enjoyable."

funology, ludic design,  
aesthetic of friction  
Gaver, Blythe, Hassenzahl

**If we design with users  
experience in mind how do  
we design ‘experiences’**



# references

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