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1 Implications for design

Marginalization of theory

Using ethnography purely as a toolbox will lead to marginalization of the study. Here are three considerations:

1. The end result in ethnographic research is a text. Writing does not necessarily convey the full context.
2. Ethnographers are not impartial observers, they consciously or subconsciously choose which activity to highlight in their study.
3. Ethnographic analysis is reflexive. In that ethnography isn't only about the subject of the study, but also the perspective of the culture of the ethnographer.

Power relations

There are constructed power hierarchies when designing a system. Engineers have more influence than social scientist. Here are three issues

1. Designers have the highest power when making the ethnographic research model.
2. The designers take their ethnography outside of the design process
3. And in doing so they also leave out those who they'll study out of the design process.

Technology and practice

The domain of technology and the domain of practice exist independently from each other. However ethnography cannot treat them separately.

Presentation and interaction

Another power relationship. For better models the participants should be involved in making of the model and how data is gathered in the study.

Moments and models

Ethnography isn't an account of what has happened, but rather why; organized in a fashion to make a complete narrative.

2 Design for unanticipated use...

When designing a common artefact there isn't just the task sequence to consider, there are also vital cooperative characteristics (dimensions).

Common artefact dimensions

- **Predictability**
Usage of the object has to be dependable, therefor predictable
- **Peripheral awareness**
Displaying the usage of the artefact can be a coordination mechanism, increasing the ability to cooperate
- **Implicit communication**
This is much like *peripheral awareness*, however the displaying action has been left on the artefact
- **Double level language**
Communication back-and-forth through an artefact (double sided implicit communication)
- **Overview**
The artefact should show relevant information in a fashion such that a user could surmise an overview