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hdk

Zürcher Hochschule der Künste
Zurich University of the Arts

July 16th 2013

Research

What is research?

What is research?

To detect, to investigate, to explore, to inform about something, to know backgrounds, facts, and contexts.

Research



Open Research

Collect and sample as much material to the topic as possible. Pursuit tracks. Seek for correlations.

Selective Research

Localize the topic. Go deep into certain selected aspects.

Selections

1. Time: from...to..., in the 19th century, in the future.
2. Geographic: in Bombay, in „Kreis 4“ in Zurich.
3. Institutions: Bars, Hospitals, Supermarkets, Train Stations.
4. Groups: Beer drinkers, Chinese People in Switzerland, Old People in Zurich-Oerlikon.
5. Media: Internet, Fashion Magazines, Movies.
6. Objects: Toasters, Handcraft, Bicycles.
7. Theories: Phenomenology, Functionalism, Symbolic Interaction.

Description and Interpretation

Description

Who?

What?

When?

Where?

How?

Interpretation

Why?

Desk Research



Desk Research



Desk Research

The screenshot shows a Google search for "William James" on a desktop browser. The search bar contains "William James" and the search button is visible. Below the search bar, there are navigation tabs for "Web", "Bilder", "Maps", "Shopping", "Bücher", "Mehr", and "Suchoptionen". The search results are displayed below, starting with "Ungefähr 434'000'000 Ergebnisse (0.37 Sekunden)".

The first result is "William James – Wikipedia" with a link to de.wikipedia.org/wiki/William_James. The snippet reads: "William James (* 11. Januar 1842 in New York; † 26. August 1910 in Chocorua, New Hampshire) war ein US-amerikanischer Psychologe und Philosoph. [Leben](#) - [Psychologie](#) - [Philosophie](#) - [Einzelnachweise](#)".

The second result is "James-Lange-Theorie – Wikipedia" with a link to de.wikipedia.org/wiki/James-Lange-Theorie. The snippet reads: "Allerdings wurde sie erst durch William James' Arbeit What is an Emotion? (1884) populär. Fast zeitgleich, aber unabhängig von James, veröffentlichte auch der ...".

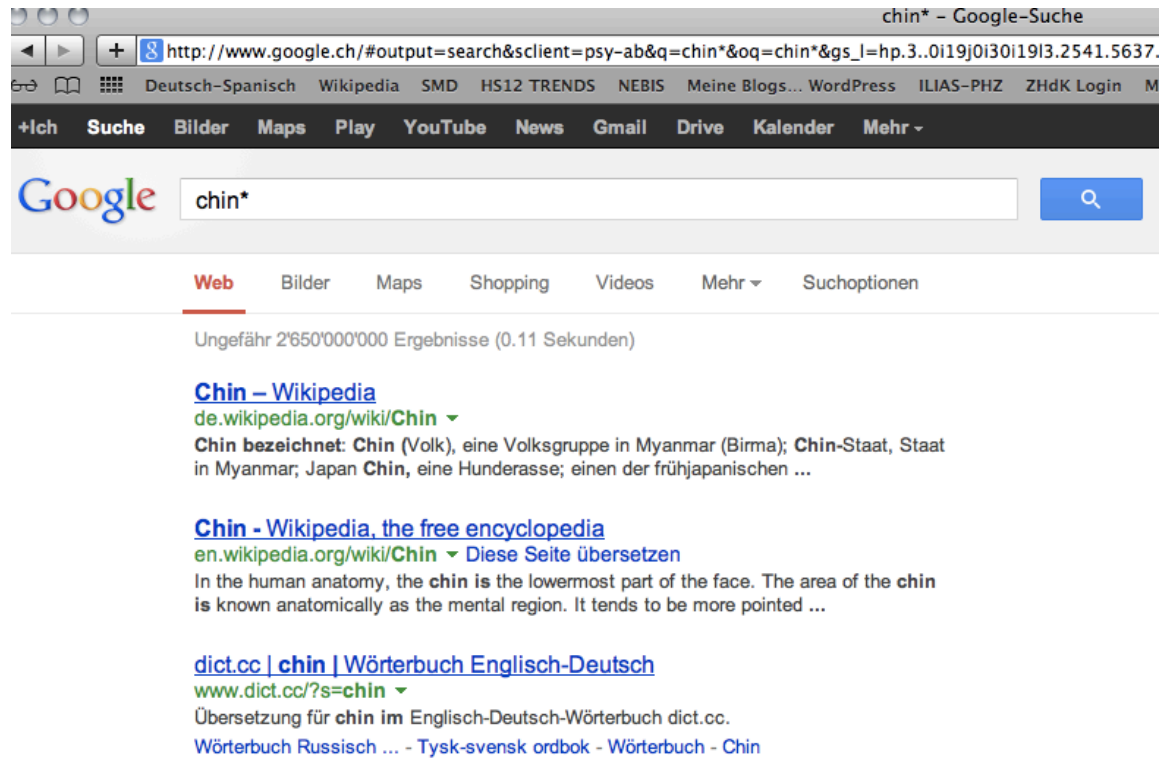
The third result is "William James - Wikipedia, the free encyclopedia" with a link to en.wikipedia.org/wiki/William_James. The snippet reads: "William James (January 11, 1842 – August 26, 1910) was an American philosopher and psychologist who had trained as a physician. He was the first educator ...".

The fourth result is "William James (Stanford Encyclopedia of Philosophy)" with a link to plato.stanford.edu/entries/james/. The snippet reads: "07.09.2000 - William James was an original thinker in and between the disciplines of physiology, psychology and philosophy. His twelve-hundred page ...".

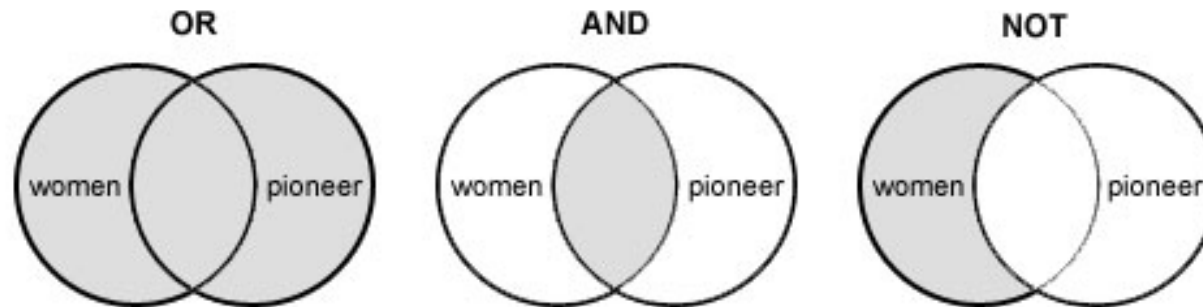
The fifth result is "Theorie von William James." with a link to www.psychologie.uni-heidelberg.de/ae/allg/lehre/wct/e/.../E2202jam.htm.

On the right side of the search results, there is a knowledge panel for "William James". It features a large portrait of William James and a grid of smaller portraits. The text in the panel reads: "William James Psychologe. William James war ein US-amerikanischer Psychologe und Philosoph. Von 1876 bis 1907 war er Professor für Psychologie und Philosophie an der Harvard University. [Wikipedia](#)". Below this, it lists: "Geboren: 11. Januar 1842", "Gestorben: 26. August 1910, Chocorua, New Hampshire, Vereinigte Staaten", "Ehepartner: Alice Gibbens", and "Eltern: Henry James Sr.".

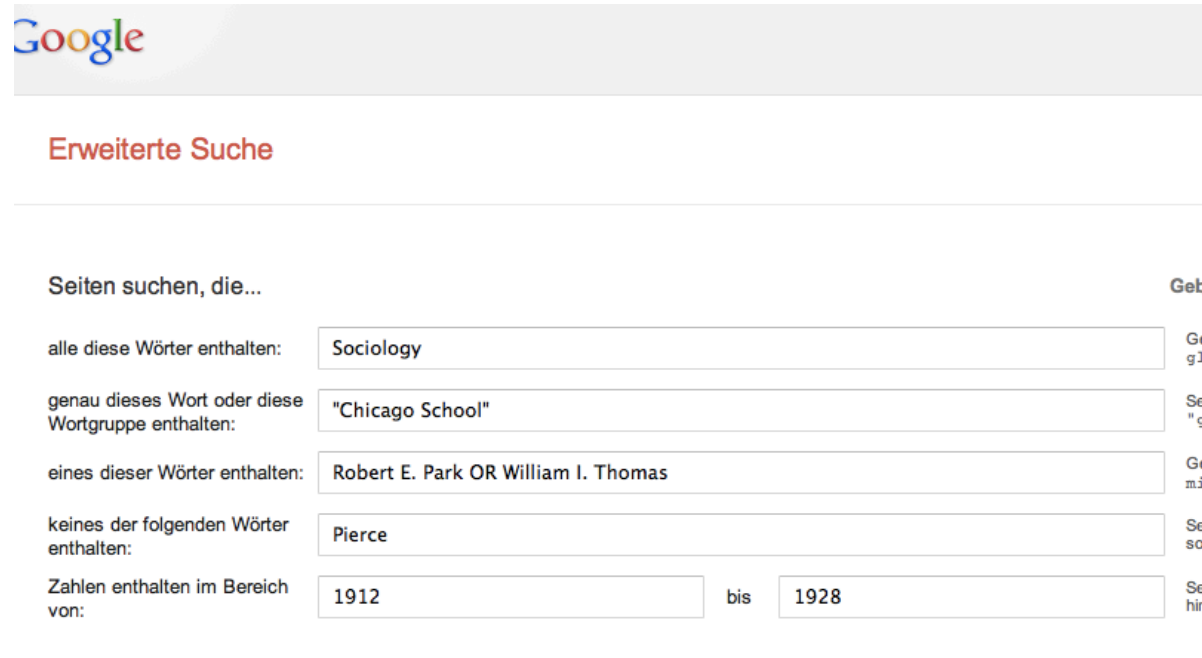
Truncation



Logic Operators



Advanced Research



The image shows a screenshot of the Google Advanced Search interface. At the top left is the Google logo. Below it, the text "Erweiterte Suche" (Advanced Search) is displayed in red. The main search area is titled "Seiten suchen, die..." (Search for pages that...). It contains five rows of search criteria, each with a label on the left and a text input field on the right. The criteria are: 1. "alle diese Wörter enthalten:" (all these words contain) with the input "Sociology". 2. "genau dieses Wort oder diese Wortgruppe enthalten:" (exact word or word group) with the input "Chicago School". 3. "eines dieser Wörter enthalten:" (one of these words) with the input "Robert E. Park OR William I. Thomas". 4. "keines der folgenden Wörter enthalten:" (none of the following words) with the input "Pierce". 5. "Zahlen enthalten im Bereich von:" (numbers in the range) with inputs "1912" and "1928" separated by the word "bis". To the right of each input field is a small label indicating the search operator used: "Geben Sie ein" (for the first row), "Setzen Sie" (for the second row), "Geben Sie" (for the third row), "Setzen Sie" (for the fourth row), and "Setzen Sie" (for the fifth row).

Seiten suchen, die...	Suchkriterium	Operator
alle diese Wörter enthalten:	Sociology	Geben Sie ein
genau dieses Wort oder diese Wortgruppe enthalten:	"Chicago School"	Setzen Sie
eines dieser Wörter enthalten:	Robert E. Park OR William I. Thomas	Geben Sie
keines der folgenden Wörter enthalten:	Pierce	Setzen Sie
Zahlen enthalten im Bereich von:	1912 bis 1928	Setzen Sie

Ethnographic Field Research

“What it is, that is going on here?”

Erving Goffman

Ethnographic Field Research

“Any group of persons – prisoners, primitives, pilots, or patients – develop a life of their own that becomes meaningful, reasonable, and normal once you get close to... a good way to learn about any of these worlds is to submit oneself in the company of the member of the daily round [...].”

Erving Goffman

Ethnographic Observation

“We observe *what people do* (cultural behaviour); we observe *things people make* and use such as clothes and tools (cultural artifacts); and we listen *what people say* (speech messages).”

James P. Spradley

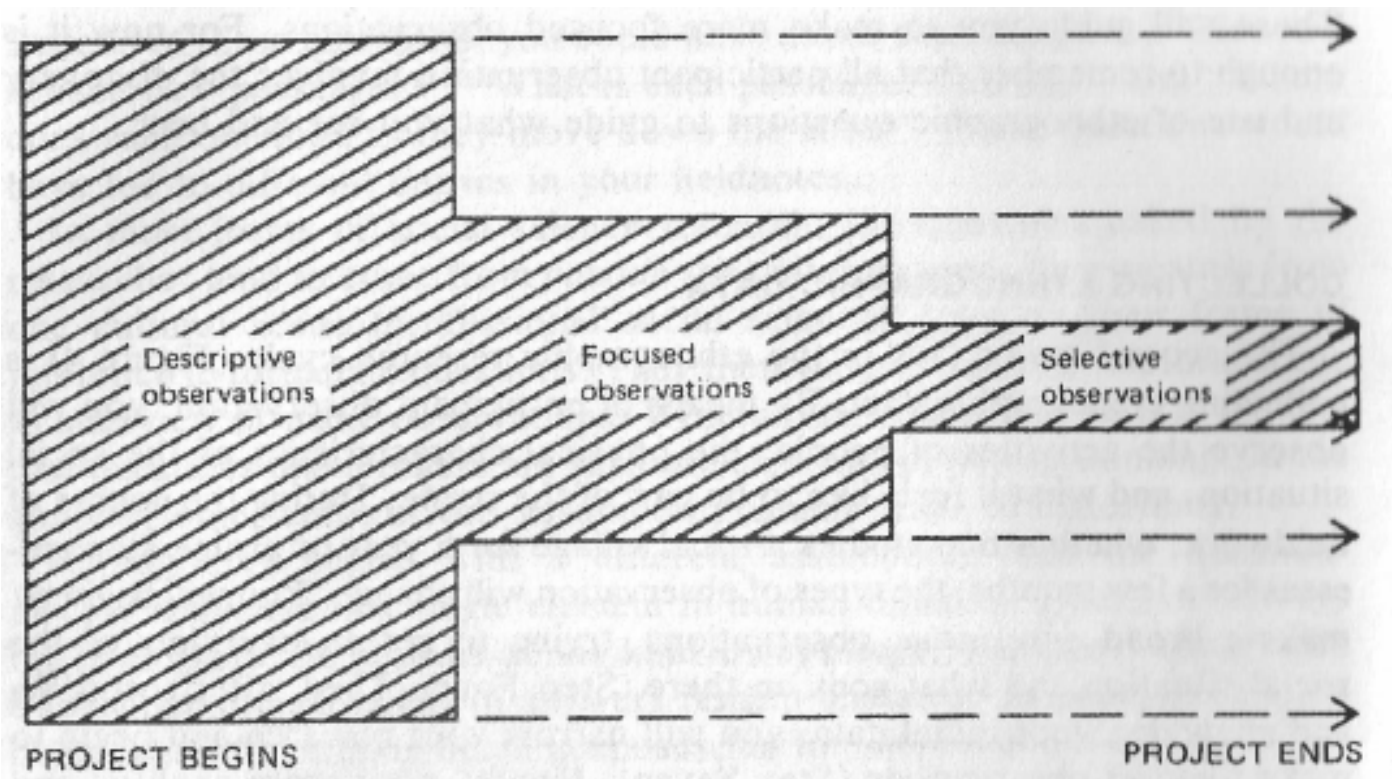
Dimensions in Observation

1. Space: The physical place or places
2. Actor: The people involved
3. Activity: A set of related acts people do
4. Object: The physical things that are present
5. Act: Single Actions that people do
6. Events: A set of related activities that people carry out
7. Time: The sequencing that takes place over time
8. Goal: The things people try to accomplish
9. Feeling: The emotions felt and expressed

James P. Spradley

	SPACE	OBJECT	ACT	ACTIVITY	EVENT	TIME	ACTOR	GOAL	FEELING
SPACE	Can you describe in detail all the <i>places</i> ?	What are all the ways space is organized by objects?	What are all the ways space is organized by acts?	What are all the ways space is organized by activities?	What are all the ways space is organized by events?	What spatial changes occur over time?	What are all the ways space is used by actors?	What are all the ways space is related to goals?	What places are associated with feelings?
OBJECT	Where are objects located?	Can you describe in detail all the <i>objects</i> ?	What are all the ways objects are used in acts?	What are all the ways objects are used in activities?	What are all the ways objects are used in events?	How are objects used in different times?	What are all the ways objects are used by actors?	How are objects used in seeking goals?	What are the ways objects evoke feelings?
ACT	Where do acts occur?	How do acts incorporate the use of objects?	Can you describe in detail all the <i>acts</i> ?	How are acts part of activity?	How are acts a part of events?	How do acts vary over time?	What are all the ways acts are performed by actors?	What are all the ways acts are related to goals?	What are all the ways acts are linked to feelings?
ACTIVITY	What are all the places activities occur?	What are all the ways activities incorporate objects?	What are all the ways activities incorporate acts?	Can you describe in detail all the <i>activities</i> ?	What are all the ways activities are parts of events?	How do activities vary at different times?	What are all the ways activities involve actors?	What are all the ways activities involve goals?	How do activities involve feelings?
EVENT	What are all the places events occur?	What are all the ways events incorporate objects?	What are all the ways events incorporate acts?	What are all the ways events incorporate activities?	Can you describe in detail all the <i>events</i> ?	How do events occur over time? Is there any sequencing?	How do events involve the various actors?	How are events related to goals?	How do events involve feelings?
TIME	Where do time periods occur?	What are all the ways time affects objects?	How do acts fall into time period?	How do activities fall into time period?	How do events fall into time period?	Can you describe in detail all the <i>times</i> ?	When are all the times actors are on stage?	How are goals related to time periods?	When are feelings evoked?
ACTOR	Where do actors place themselves?	What are all the ways actors use objects?	What are all the ways actors use acts?	How are actors involved in activities?	How are actors involved in events?	How do actors change over time or at different times?	Can you describe in detail all the <i>actors</i> ?	Which actors are linked to which goals?	What are the feelings experienced by actors?
GOAL	Where are goals sought and achieved?	What are all the ways goals involve use of objects?	What are all the ways goals involve acts?	What activities are goal seeking or linked to goals?	What are all the ways events are linked to goals?	Which goals are scheduled for which times?	How do the various goals affects the various actors?	Can you describe in detail all the <i>goals</i> ?	What are all the ways goals evoke feelings?
FEELING	Where do the various feeling states occur?	What feelings lead to the use of what objects?	What are all the ways feeling affect acts?	What are the ways feelings affect activities?	What are the ways feelings affect events?	How are feelings related to various time periods?	What are the ways feelings involve actors?	What are the ways feelings influence goals?	Can you describe in detail all the <i>feelings</i> ?

Ethnographic Research



Partizipative Photography

– „Natural“ Situations



Cultural Probes



Ethnographic Interviews

“Culture [...] refers to acquired knowledge that people use to interpret experience and generate social behaviour.”

James P. Spradley

Ethnographic Interviews

“In addition to identifying the various language usages in the field situation, the ethnographer must make a verbatim record of what people say. [...] Both *native terms* and *observer terms* will find their way into the field notes. The important thing is to carefully distinguish them.”

James P. Spradley

Native Terms



Netnography: Religion-Online

Charismatic Evangelistic Ministry
no oil no flame
NORTH-LEGON

HOME | THE CHURCH | NEWS | BRANCHES | JESUS TO THE RURALS | EDUCATION AND TRAINING | MEDIA | GALLERY | CONTACT

Welcome to Charismatic Evangelistic Ministry

Dear Beloved in Christ, The Grace and Peace of our Lord Jesus Christ be upon you. I wish to take this opportunity to welcome you to the official Website of the Charismatic Evangelistic Ministry (CEM) - www.cemgh.org.

For the joy of all people,
Rev. Steve Mensah, General Overseer

TUNE IN TO 94.3FM SWEET MELODIES
THE WORD OF LIFE
WITH REV. STEVE MENSAH

This and every Wednesday 12:20pm - 1pm
And a repeat on Saturday 6am - 6:30am

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Thompson Sakyi likes

Birthdays
Andreas Walki It's his birthday Say Happy

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Lauraine Kese 1 mutual friend Add Friend

Sponsored Story
Monique Rijks, Re Flütsch and Stefan Graubünden.
Graubi Like

Sponsored
Tirol
Beim ROXE Tirols Gewir Skiurl deine

Wall

Mensa Otobil
VISION CHANGES THE WORLD. VISION is today's picture of tomorrow's REALITY. Vision is FORESIGHT. Vision is INSIGHT. Vision is A DREAM WITH A PLAN. VISIONARIES change the world through the power of IMAGINATION, INNOVATION, AND INDUSTRY. They see highways where others see roadblocks. In these endtimes the Lord is raising YOUNG MEN AND WOMEN OF VISION. Rise and step into that anointing. Boldly declare, "I'M A VISIONARY!"
Like · Comment · Share · October 10 at 11:14am ·

3,585 people like this.
352 shares
View previous comments 50 of 1,253

Martha Torres The time for spiritual awakening is here my dear....."Oh Lord, thou hast said, concerning this place that thou wilt cut it off, so that nothing shall dwell in it, neither man nor beast and it shall be desolate for ever! Jeremiah 59:62 The time is NEAR! GOD BLESS you all
October 21 at 11:44am · Like

Brighton Tapiwa Katsuw Harrow man of God could telling me the different between christian and believer and in matters they will going to meet on one christ.You can use this number for your reply 0794254691
October 21 at 2:31pm · Like

Brighton Tapiwa Katsuw Thanks man of God i am looking

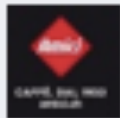
Wall
Info
Friend Activity
Photos
Discussions
Notes
Events

About
Hello, I'm Pastor Mensa Otobil. Every Monday morning I post an inspirationa...
More

282,938
like this

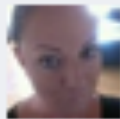
720
talking about this

Netnography: Consumer Research



Amici Caffè Hallo Sheila, dann freuen wir uns schon jetzt auf Deine Meinung, wenn Du ihn probieren konntest. :) Wir wünschen Dir einen schönen herbstlichen Mittwoch, Dein Amici Team.

Yesterday at 12:48pm · Like · 1



Sheila Baumann vielen lieben Dank, das wünsch ich dem gesamten Amici Team auch und viel Erfolg :-D werde Euch ein Feedback geben sobald ich den Tee probiert habe ;-)

Yesterday at 1:01pm · Like · 1



Roli Zbinden seit wann verkauft denn jetzt eine Kaffeebude auch noch Tee? Lasst das mal lieber weiter die teeshops machen

Ab sofort BOJKOTTIERE ich amici-Produkte !!!!

4 minutes ago · Like

Research

“Methods are only a means, not an end.”

Kathy Charmaz and Richard G. Mitchell

Literature

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