

# Lecture 3 Notes

20/2/19

## How we research

Method of research in design

- Interviews & focus groups
- Surveys
- Secondary Literature
- Observation & diaries
- Content analysis
- Practise based

Types of research

Qualitative	Quantitative
Interviews – focus groups, conversations, diaries Deeper insight on a small group, in order to better understand people Individualized Good for finding a how/why Can't be generalized Works best with small groups	Surveys Generalised Roots in science Snapshots/trends Can't answer how/why

Mixed Method

Combining both types of research, this acknowledges variable change in groups and allows for the formation of a complex picture. However, can be less certain in its outcome

Quantitative

- Distributions
  - Online distribution can still be narrow in scope
- Design
  - Likert Scale (1-5)
  - Open/closed questioning
- Analysis

Qualitative

- Interviews
  - In depth life history of the interviewee
  - Creates and oral history
  - To gain understanding of the interviewees point of view
  - Involves open questioning
  - Free of conversation – the questioner poses topics for which the interviewee to talk on

For both one must consider the protection of the data and the ethical usage of that data.