

DSGN 90 Fall 2018 Undergraduate Seminar

The Pragmatics of Ethnographic Studies

Field study methods practicum: How do designers really search?

INSTRUCTOR: Dan Russell, Google Research Scientist studying Search

BIO and INFORMATION: <https://sites.google.com/site/dmrussell/>

DURATION: One Week, OCTOBER 15-19, 2018

LOCATION: CSB 003

CREDIT: 2 unit, pass/fail only

TIME:

- The first day (Monday), we'll meet for 3 hours - 10AM - 1:50PM
- Tu-Th, we'll meet for 2 hours: 10 - noon (although times may vary)
- Friday 9:30a - noon

Description: Understanding how designers search for information (about designs, about product requirements, about materials, about tools) is a broad and interesting topic. This class is an intensive class with a one-week field study that starts with understanding the pragmatics of doing field work from an ethnographic perspective, and then getting into the field for data collection, and ending up with analysis and presentation of the findings.

This is a soup-to-nuts class that gets you into the field, collecting, organizing, analyzing, and presenting ethnographic data to understand a real customer segment. The last day of the class will be a presentation of your field results to a panel of experts, which will offer data collection, analysis, and presentation critiques.

It's fairly time-intensive, but you'll learn a LOT about how to organize, run, conduct, and analyze field study data from real-world immersion.

Prerequisites: This class is intended for students who are interested in doing real field work in a modern ethnographic style. Juniors, Seniors, and grad students are perfect for this (but we won't exclude you if you're younger). An appreciation of anthropology and/or cognitive science is really useful.

LINKS to Know and Love

[Interviews spreadsheet \(sign up your team here\)](#)

[Outline for your presentation](#)

[Presentation from first class](#): bit.ly/dan-design-interview-pres0

[Presentation template](#) (if you want to use it)