CMSC434
Intro to Human-Computer Interaction

Ethnography
Tuesday, February 19, 2013
Instructor: Jon Froehlich
TA: Matthew Mauriello
Antichamber, submitted by Andres Garcia
Hey! Let's get to know each other. What's your name? Type it with quotes around it like this "Ryan" and then press enter on your keyboard.

```javascript
var codeMaster = false;
if (codeMaster === false) {
    print("Use Codecademy to start on \nthe path to becoming a better \nprogrammer");
} else {
    print("Hone your skills or help teach \nthe craft");
}
```

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**Learn to code**

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**Track and Share Your Progress**

Start learning - and don't stop. See how fast you're learning and stay motivated.

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Follow some blogs!

...their posts will appear here on your Dashboard.

Coming back to:

What is design?
Design is making things better for people.

Richard Seymour
Designer
http://www.seymourpowell.com/
Design is the creation of a plan or convention for the construction of an object or a system

Design is an act of choosing among or informing choices of future ways of being.

Professor Eli Blevis
Human-Computer Interaction Design
School of Informatics and Computing
Indiana University
Design is the conscious and intuitive effort to impose meaningful order.

Victor Papanek
Designer/Educator

As quoted in Cooper, et al., About Face: The Essentials of Interaction Design, 3rd Edition
The Role of Ethnography in Design
#quiz1
1. What is **ethnography**?

Broad thing!
Comes from the study of people and environments across various cultures
People and how they interact with products/devices
Measurement
How people do things differently, perhaps, based on their backgrounds
Also how people interact with each other
It is a subjective process; one must be aware of that....
In anthropology, ethnography developed as a way to explore the everyday realities of people living in small-scale, non-Western societies and to make understandings of those realities available to others.
Today, the ethnographic approach is not limited to investigations of small-scale societies, but instead is applied to the study of people and social groups in specific settings within large industrialized societies, such as workplaces, senior centers, and schools...

Jeanette Blomberg
Anthropologist
IBM Research

Mark Burrell
Psychologist
Microsoft Corporation

2. The 3 principles of ethnography

Holistic: tiny details into big picture context; attempt to look at things broadly—understand context

Natural settings: Directly observe in the things that you’re trying to study

Descriptive: focus on recording behavior—analysis comes later
3. Why is observation important?

What a person says is not the same thing as what they do, so observation is important to gain an understanding of behaviors/needs in everyday life.

There can be a response bias.

Observations can be used in concert and/or to inform other sorts of ethnographic-based inquiries.
4. Name & describe 4 types of ethnographic-based inquiry methods.

Interviewing
Surveys
Diaries: writing down feelings as they experience them (in-situ diarying)
Videotaping
Shadowing: following an individual around
Researcher as participant: longitudinal ethnography
Social networking analysis
Blog analysis
Direct observation (field observation)
Artifact analysis: look at things that people use and
Big Blue to expand viewpoint / Research center to add nontechnical specialists to staff

Benjamin Pimentel, Chronicle Staff Writer
Published 4:00 am, Tuesday, October 21, 2003

Among the credentials of J.M. Coetzee, this year’s Nobel Prize winner for literature, one would be of interest to many in Silicon Valley: The South African writer was once an IBM computer programmer.

It’s one of those rare times when Big Blue, from whose ranks other Nobel laureates in the field of physics have come, is associated with the humanities or the social sciences.

That may soon change.

During the past year, IBM’s Almaden Research Center in San Jose has been looking to add to its ranks experts from fields not typically associated with high technology, including
Among Spohrer's first hires was anthropologist Jeanette Blomberg, who is doing an ethnographic study on how a company's data center actually works.

While most IBM researchers do their work in labs, Blomberg's team has had to hang out with people running data centers. Their work could help IBM consultants and technologists develop both new gadgets and new ways of running a business.

"You want to look at the activities as they occur in everyday settings, as opposed to calling them on the phone to ask what they do," she said.

What's happening at IBM is part of a trend in the tech industry toward IT services.

IBM rival Hewlett-Packard has also been making a push in this direction and directing more of its R&D dollars toward the social sciences.

At HP Labs in Palo Alto, for example, researchers are trying to find more efficient ways of running companies, by studying the flow of e-mail in an organization.
The turn to **ethnography** as a resource for design can be traced back to **the early 1980s** when computer technologies were **moving out** of the research labs and engineering environments and into mainstream office settings, call centers, manufacturing floors, and educational institutions.

*Jeanette Blomberg*
Anthropologist
IBM Research

*Mark Burrell*
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Microsoft Corporation

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There was a realization that the designers and developers of these technologies **could no longer rely exclusively on their own experiences** as a guide for the user requirements of these new systems. Instead, designers and developers needed a way to gain an **understanding of the everyday realities of people** working within these diverse settings.

What’s **wrong** with the measuring cup?
Nobody mentioned that this is a problem because this is an accepted part of the process of measuring.
Nobody mentioned that this is a problem because this is an accepted part of the process of measuring. We are happy when we see this problem, this clear inefficiency that nobody articulates.

Alex Lee
OXO International, President
Show us how you measure.

Feedback on Project Proposals