

WORKSHOP PROPOSAL

WHAT I WATCH, WHAT I SEE

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Keywords: *Gaining insights; interpretation; content analysis; video analysis*

1 Aim and Scope of Workshop

“What I watch, what I see” workshop will focus on video analysis techniques through the exemplary videos of a particular experience. This workshop aims to enable design researchers to understand and interpret participants’ behaviours, needs, preferences on a specific practice and gain insights into that user experience via video analysis. The workshop participants will reflect on what they see and observe through making interpretations to develop themes and potential design solution areas. Design researchers can make use of the techniques incorporated into the workshop for their further design research processes, especially for the video analysis phases.

2 Planned Activities and Expected Outcomes

The phases of the workshop will be as below:

Introduction (45 min.)

- The workshop will start with a brief introduction about the workshop content and the main principles of video analysis, basic principles of content analysis, differences between findings and insights.
- The teams will be set up in 2-3 participants.
- After the presentation, the teams will be provided with short videos (each around 10 mins.)
- The main themes for the selected videos will be on cooking and travelling experiences, and the teams will try to analyse the video through focusing and reflecting on the topic.
- The add-on Videonote.s will be introduced to the teams. This web-based software will help them simultaneously watch and take notes on a particular video slot in the analysis phase.

Analysis (1.5 hours)

- Each team will highlight the prominent statement and actions on the video by using the software.
- Then they will gain insight on the statements and cluster the related insights under themes and emerging categories based on content analysis. They will also use snapshots from the video to exemplify and visualize themes and categories.
- They will reflect their analysis on a poster and present the outcomes. The poster will include main considerations, significant insights grouped under the considerations (via supporting with images or snapshots from the video, and providing time slot, etc.), and themes emerged from insights. The poster may also include the findings (e.g. quotes or paraphrases) that the insights are retrieved from. The poster will present the relationships between themes and insights clearly.

Presentation (45 min.)

- Each team will make a poster presentation.

3 Length of Workshop

Three hours (45 min. introduction and presentation, one-hour analysis and half an hour poster preparation, half an hour/45 min. presentation).

4 Intended Audience

Design students, design researchers. Four teams would be manageable for giving and taking feedback in the workshop. If the teams consist of 2-3 participant, we can host up to 10 -12 people.

5 Space and Equipment

Internet access, 1 studio space with 5 tables and 15 chairs (TBD according to the number of applicants), 2 presentation walls to pin up posters, 1 projector, 1 printer so that participants can print out necessary materials for their poster presentations.

A stack of blank poster papers (70x100 cm), post-its, pen and pencils. Each participant is required to bring a laptop.

6 Potential Outputs

Design researchers would make use of diverse mediums to record and analyse people's experiences on different practices. Particularly, video recording and analysis would provide a rich source of users' knowledge for design process, as that would involve insights related to user behaviours, needs and preferences. The development of themes, categories and their relationship based on gaining insights into video analysis (e.g. visual and textual) would be the main purpose of the workshop, through which the participants will learn how to incorporate this into their design research projects in the future. This workshop will enrich design researchers' insider knowledge via experiencing a new tool for the design process.

About the Organisers

Senem Turhan is both a design researcher and an educator. Her study areas are human-centred research (generative research, participatory approaches), design thinking and futures thinking. She pursued her post-doctoral studies at UNSW, Sydney. She is currently faculty member at METU Department of Industrial Design. She got her M.Sc. and Ph.D. degrees at the same university. Her master's thesis is about the state of sustainable design education in the undergraduate industrial design programs in Turkey. Her doctoral study focuses on generative research for the idea generation phase of the product design and development process.

Çağla Doğan, as a design educator and researcher, has several years of teaching experience, including industrial design studios and related theory courses as well as graduate thesis supervision. She has a well-established research focussing on design research and education for sustainability and has experience in interdisciplinary teams and learning. She is currently faculty member at METU Department of Industrial Design and adjunct professor at Carleton University in Canada. She holds a Ph.D. in product design for sustainability from the Faculty of Environmental Design, University of Calgary, and M.Sc. and B.ID. degrees in industrial design from the Department of Industrial Design, METU in Ankara where she has been founder and projects coordinator of the Sustain Design Research Lab.