

Εθνογραφία: Διαμορφώνοντας το σύγχρονο πεδίο

Ενότητα 7: Η εθνογραφία έξω από το
πανεπιστήμιο II: Πόλεμος και Μπίζνες
Πηνελόπη Παπαηλία

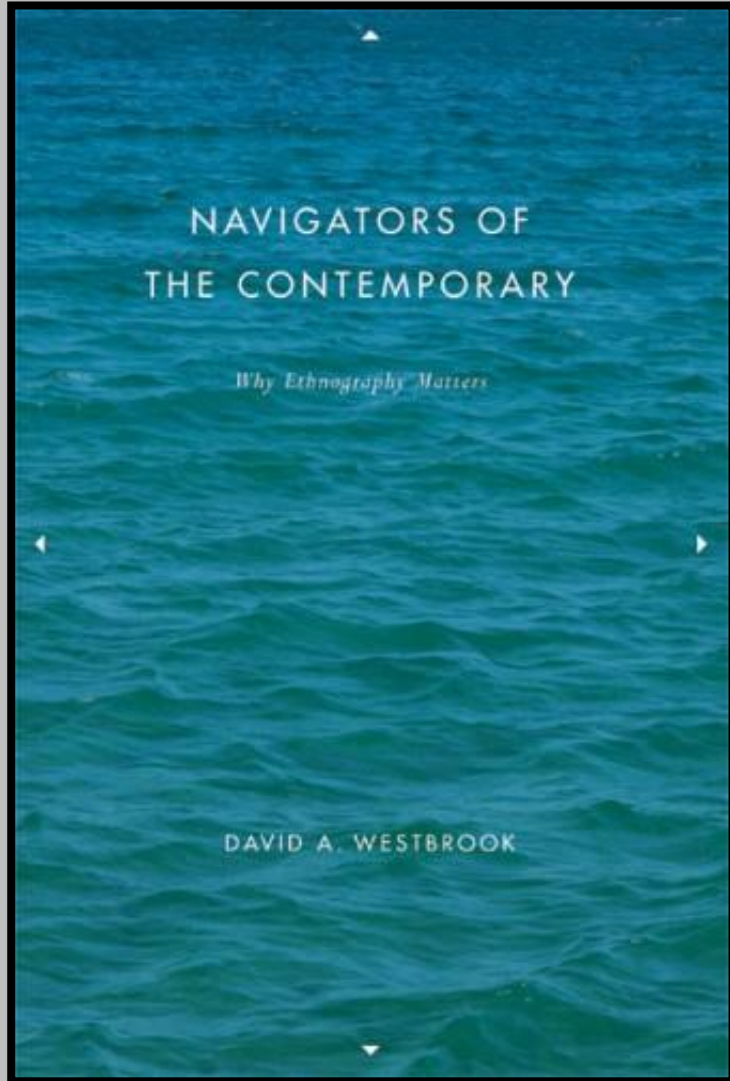
ΤΜΗΜΑ ΙΣΤΟΡΙΑΣ, ΑΡΧΑΙΟΛΟΓΙΑΣ ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΑΝΘΡΩΠΟΛΟΓΙΑΣ

ΠΑΝΕΠΙΣΤΗΜΙΟ ΘΕΣΣΑΛΙΑΣ

ΧΕΙΜΕΡΙΝΟ ΕΞ. 2014-5

ΜΑΘΗΜΑ ΣΥΝΔΙΔΑΣΚΑΛΙΑΣ του τομέα Κοινωνικής Ανθρωπολογίας

Navigators of the Contemporary: Why Ethnography Matters (David Westbrook)



- Εθνογραφία - χωρίς το «γοητευτικό» καταστατικό μύθο της
- Ο ρόλος της εθνογραφίας στο γραφειοκρατικό πανεπιστήμιο

Εθνογραφία των σύγχρονων
καταστάσεων (ethnography of present
situations)

**Το αντικείμενο της εθνογραφίας
αποτελεί ένα «άδειο δοχείο»**

«Ερασιτεχνική» διάσταση της
εθνογραφίας

«The ethnographer may improve, but like journalism or writing novels, **each project starts all over**, and when it is done, it sheds little or no direct light upon the next effort. Classical anthropology aspired to be cumulative, but **contemporary ethnography acknowledges it is amateurish, always beginning anew, simply because the questions are interesting.** ...There is something incomplete, even willfully immature, about ethnography for present situations.»

Αν όλοι είναι εν δυνάμει εθνογράφοι των δικών τους κόσμων (και οι ανθρωπολόγοι είναι «ερασιτέχνες») γιατί χρειάζεται να υπάρχει αυτή η επιστήμη (πια);

Εθνογραφία και το γραφειοκρατικό πανεπιστήμιο

- Το πανεπιστήμιο ως τοπίο από οχυρά / ακροπόλεις (επιστήμες)
- Σε αντίθεση η ανθρωπολογία έχει μια νομαδική ήθος = κινητικότητα, πρόσβαση, περιπέτεια

«Περιπέτεια»

- «Απαντήσεις» βρίσκονται – ή τουλάχιστον αναζητούνται - έξω, όχι μέσα στο «κάστρο» της γνώσης
- Ως «ταξιδιώτες» δέχονται να εγκαταλείπουν τη θέση τους, την άνεση
- Ανοικτή σε γνώση που προέρχεται από έξω από τα «σύνορά» της . Εθνογραφία είναι το μέσον εκμάθησης της νέας αυτής γνώσης
- Πείραμα/ παιχνίδι στη γνώση, παρά καταχώρηση της πνευματικής «ιδιοκτησίας»

Ethnography begins from the assumption that one is **not authorized within the world of a subject**. Ethnography **travels light**, and in doing so has the potential to offer not just a different perspective but also a **different mode of intellectual life**, even within the heart of the university, but more importantly, after university days are over.



Human Terrain System

Μετά από το 2005 ο πόλεμοι στο Ιράν και Αφγανιστάν

Πολιτισμική στροφή» στο στρατό στο πλαίσιο του «πολέμου» εναντίον της τρομοκρατίας

Πηγή:

http://www.wired.com/images_blogs/photos/uncategorized/2008/04/17/human_terrain.jpg

Mission Statement

Conduct operationally-relevant, **open-source** social science research, and provide commanders and staffs at the BCT/RCT and Division levels with an embedded knowledge capability, to establish a coherent, **analytic cultural framework** for operational planning, decision-making, and assessment.



Πηγή: http://www.dominionpaper.ca/files/dominion-img/3980113270_dd1f56bc50.thumbnail.jpg

- **Ενσωματωμένοι ανθρωπολόγοι** (embedded anthropologists)
- **Εθνογραφική πληροφορία** (ethnographic intelligence, cultural intel)
- **Η «οπλοποίηση» της εθνογραφίας**



Israeli Defense Force... διαβάζει Deleuze & Guattari...

...‘this space that you look at, this room that you look at, is nothing but your interpretation of it. [...] The question is **how do you interpret the alley?** [...] We interpreted the alley as a place forbidden to walk through and the door as a place forbidden to pass through, and the window as a place forbidden to look through, because a weapon awaits us in the alley, and a booby trap awaits us behind the doors. This is because the **enemy interprets space in a traditional, classical manner, and I do not want to obey this interpretation and fall into his traps.** [...] I want to surprise him! This is the essence of war. I need to win [...] This is why that we opted for the methodology of **moving through walls.** . . . Like a worm that eats its way forward, emerging at points and then disappearing. [...] I said to my troops, “Friends! [...] If until now you were used to move along roads and sidewalks, forget it! From now on we all **walk through walls!**”[2]



«Walking through walls»

Θεωρητικές επικαλύψεις σε βιβλιογραφίες σε στρατιωτικές και στις αρχιτεκτονικές σχολές

Επιδρομή (infestation)

Επαναπροσδιορίζει το μέσα ως το έξω – το εσωτερικό του σπιτιού = λεωφόρος

Η πόλη όχι ως το μέρος που διεξάγεται ο πόλεμος αλλά το ίδιο το μέσον του πολέμου – ρευστή και συνέχεια υπό διαμόρφωσης

Πηγή: http://news.bbc.co.uk/media/images/39049000/jpg/_39049011_hole.jpg

3/03/anthropology-inc/309218/?single_page=true

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Is This Time Different? By David Frum

Who Owns Yoga? By Tanya Basu

MARCH 2013

Anthropology Inc.

Forget online surveys and dinnertime robo-calls. A consulting firm called ReD is at the forefront of a new trend in market research, treating the everyday lives of consumers as a subject worthy of social-science scrutiny. On behalf of its corporate clients, ReD will uncover your deepest needs, fears, and desires.

GRAEME WOOD | FEB 20 2013, 9:09 PM ET

VIDEO

Social Media: The Video Game
What if the validation of your peers could "level up" your life?

Deloitte Consulting
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MORE IN BUSINESS

Who Owns Yoga? TANYA BASU

Baby-Faced Celebrities Are More Popular When the Economy's Strong JOE PINSKER

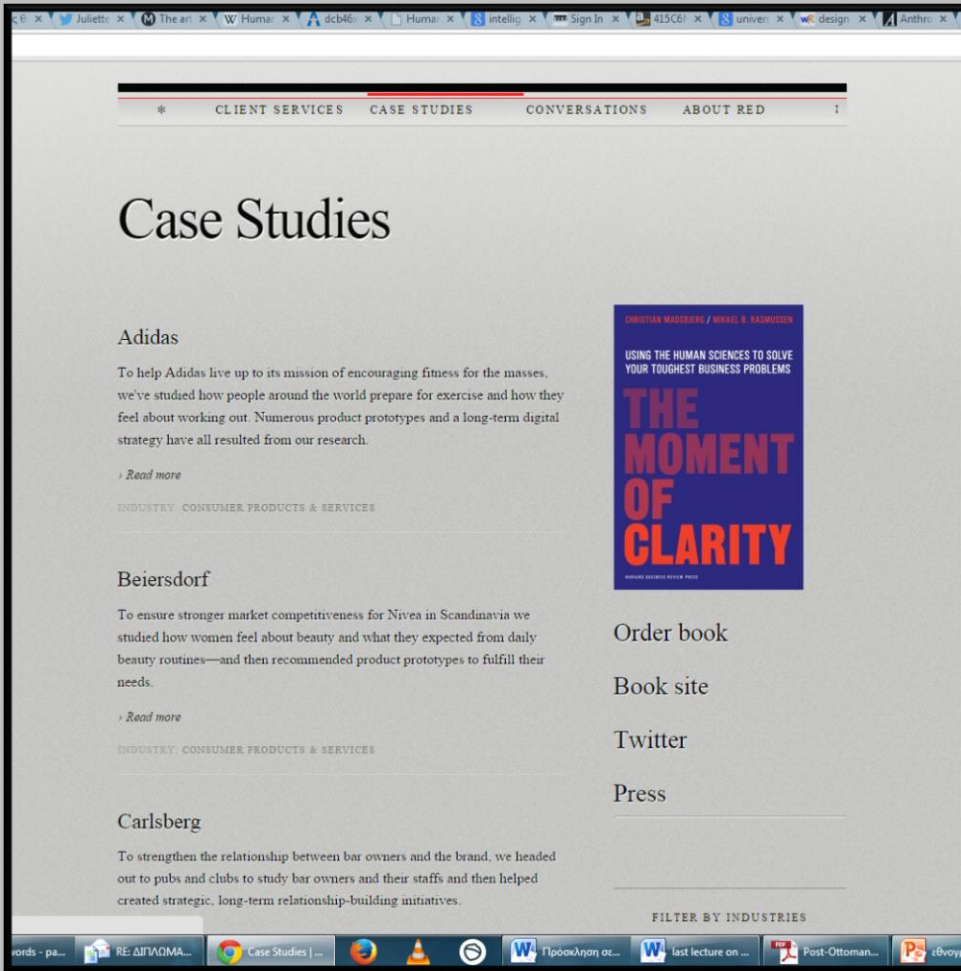
The Surprising Ways

ON A HOT AUSTIN night last summer, 60 natives convened for a social rite involving stick-on mustaches, paella, and a healthy flow of spirits. Young lesbians formed the core of the crowd. The two organizers, who had been lovers for a couple months, were celebrating their birthdays with a Spanish-themed party, decorated in bullfighting chic. It was a classic hipster affair, and everyone was loose and at ease, except for one black-haired interloper with a digital camera and a tiny notepad.

Victor Koen

Εθνογραφία και μάρκετινγκ

Κοινωνική έρευνα αναφορικά με τις “συμπεριφορές των καταναλωτών”



«business ethnography»

To help Adidas live up to its mission of encouraging fitness for the masses, we've studied **how people around the world prepare for exercise** and how **they feel about working out**. Numerous product prototypes and a long-term digital strategy have all resulted from our research.

DANISH MINISTRY OF FOREIGN AFFAIRS

«**We traveled to the Middle East** to understand **how the Muslim world perceived** its power dynamic with the West and returned with recommendations for cultural initiatives and programming.»

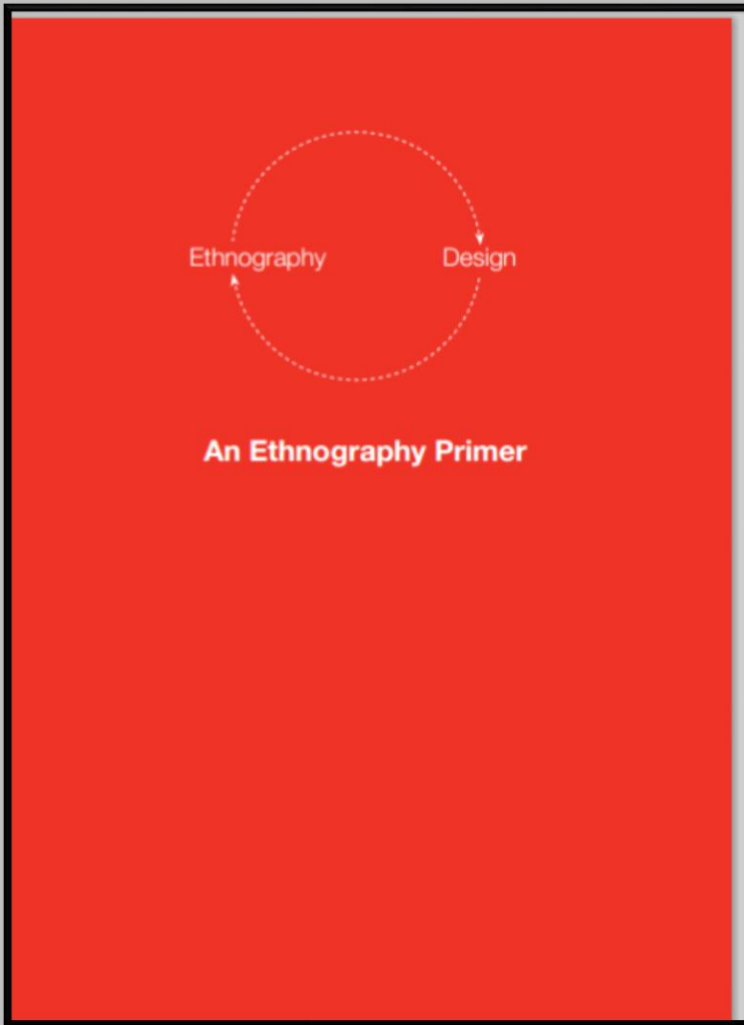


Ο ανθρωπολογικός αντίλογος...

Culture = consumerism

Χωρίς θεωρία, η εθνογραφία αποτελεί απλώς από “asking people things?”

Δεοντολογία – πρόσβαση, χρήση της γνώσης, κτλ.



Η εθνογραφική στροφή στο ντιζάιν

«design thinking» : Stanford University's d.school

Πηγή:<http://www.aiga.org/ethnography-primer/>

Ethnography is a tool for better design.

Great design always connects with people. Designers inspire, provoke, validate, entertain and provide utility for people. To truly connect, designers need to have compassion and empathy for their audiences. Designers need to understand the relationship between what they produce and the meaning their product has for others.

Enter ethnography.

Good ethnographers don't just ask questions

They delve deeply into the lives of a few people rather than study many people superficially.

They holistically study people's behaviors and experiences in daily life.

They know what questions to ask and how to translate large amounts of data into concise and compelling findings.

They use video and other visual materials to get their point across. They tell stories instead of just listing facts.

They make connections. They take the leap from research to strategy and innovation, working collaboratively with designers to solve complex problems.

Good ethnographers combine solid social science training with business smarts.

GLOSSARY

Digital Ethnography

A way to use common technologies (such as digital cameras, cell phones, and the internet) to capture ethnographic insights in a cost-effective, highly pervasive manner.

Discussion Guide

A series of questions that the researcher refers to during the research.

Field

The research location or environment. The term "fieldwork" refers to doing research in the research subject's natural environment.

Field Notes

Written and visual notes and recordings of what the researcher observes.

Human Factors (or Usability) Research

A type of research that tests whether people are able to accomplish certain tasks, often done on a computer or in a lab.

Observational Research

Covers a range of contextual research methods, from casual observation to complex, culturally informed ethnographic research.

Respondents

A term for the research subjects (i.e. the people being studied).

Stimuli

Images, concepts, prototypes, or other tangible items to which a respondent can react during research.

RAPID ETHNOGRAPHY

Typically, designers need answers in hours not months. So, a variant of conventional ethnography – Rapid Ethnography [11] - may be a more appropriate technique for creative design practice. Rapid ethnography is an efficient and effective way to achieve a **relatively deep understanding** of peoples' habits, rituals and meanings around relevant activities and artefacts. The resources required to conduct ethnographic research are not insignificant in terms of time and personnel commitments. Therefore, product designers need to be able to define exactly their goals and operational framework prior to commencing a rapid ethnography. Rapid ethnography is based on three key ideas:

- **Narrow the focus** of the field before entering. **Zoom in** on the important activities and make good use of the key group members.
- Use multiple **interactive observation techniques** to increase the likelihood of discovering exceptional and relevant user behaviour.
- Make use of **collaborative and computerised** iterative data analysis methods



Πηγή:

<http://www.wsj.com/articles/SB10001424052702303506404577446832178537716>

D-school (“Forget B-school, D-school is hot”)

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'Design Thinking' Concept Gains Traction as More Programs Offer the Problem-Solving Courses

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By MELISSA KORN And RACHEL EMMA SILVERMAN
Updated June 7, 2012 1:20 p.m. ET

Forget b-school. These days, d.school is the place to go.

The hottest graduate program is one you may have never heard of: Stanford's d.school, which teaches the murky concept of "design thinking." Melissa Korn has details on Lunch Break. Photo: Alison Yin for The Wall Street Journal.

A New School of Thought

Stanford University's d.school—the Hasso Plattner Institute of Design—has gained recognition in recent years for introducing the trendy, but murky, problem-solving concept known as "design thinking" to executives, educators, scientists, doctors and lawyers. Now other schools are coming up with their own programs.

Design thinking uses close, almost anthropological observation of people to gain insight into problems that may not be articulated yet. For example, researchers may study the habits of shoppers waiting to pay for groceries in order to create a more efficient checkout system that maximizes last-minute purchases while

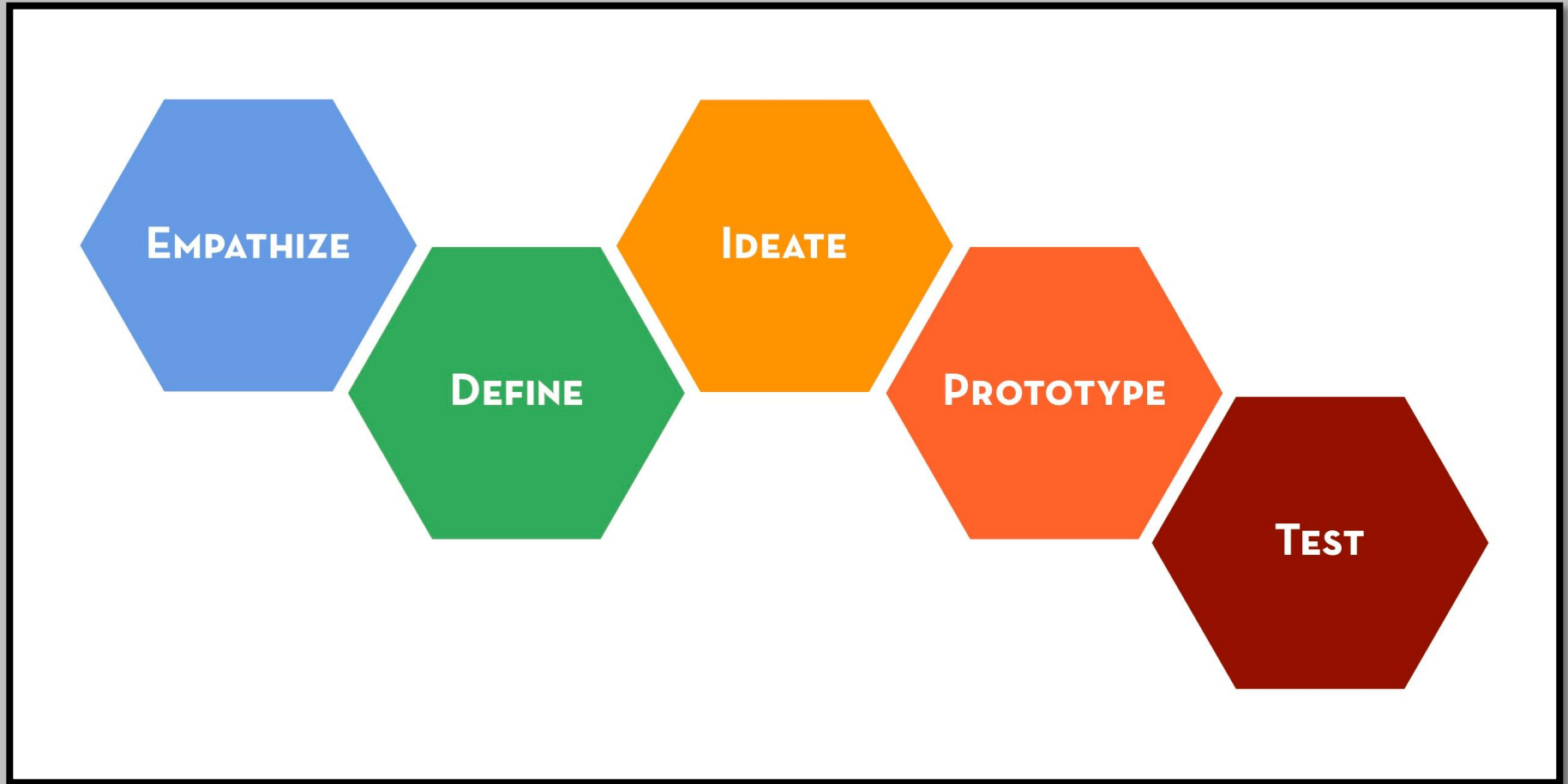
Financial News for iPad™

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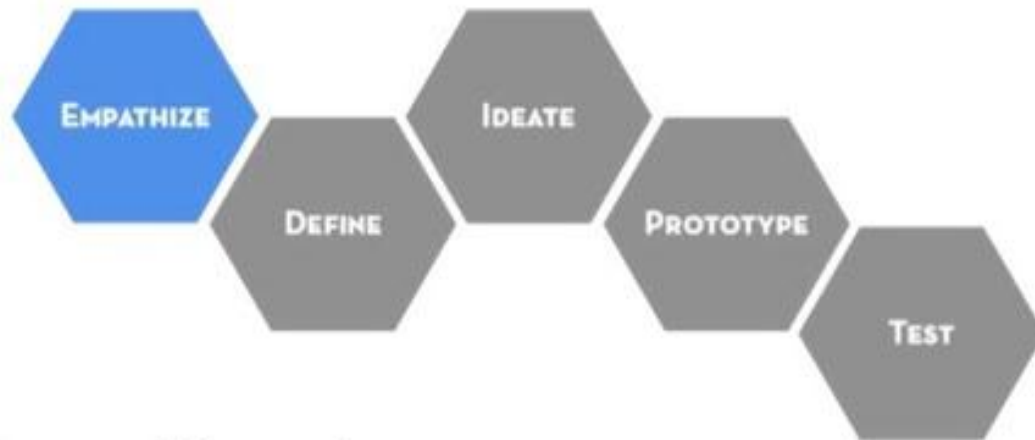
Popular Now What's This?

ARTICLES

- 1 AirAsia Flight Data Analysis to Begin**
- 2 How to Look Smarter**



Πηγή: <http://www.3d-innovations.com/blog/tag/empathy-mode/>



WHAT is the empathize mode

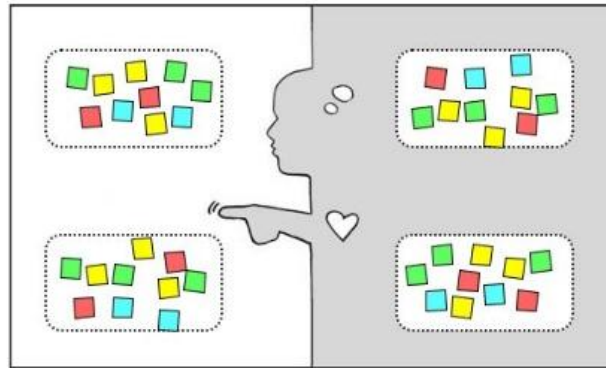
Empathy is the foundation of a human-centered design process. To empathize, we:

- **Observe.** View users and their behavior in the context of their lives.
- **Engage.** Interact with and interview users through both scheduled and short 'intercept' encounters.
- **Immerse.** Experience what your user experiences.

Πηγή: <http://www.slideshare.net/mydh/design-thinking-workshop-41253873>

METHOD

EMPATHY MAP



WHY use an empathy map

Good design is grounded in a deep understanding of the person for whom you are designing. Designers have many techniques for developing this sort of empathy. An Empathy Map is one tool to help you synthesize your observations and draw out unexpected insights.

HOW to use an empathy map

UNPACK: Create a four quadrant layout on paper or a whiteboard. Populate the map by taking note of the following four traits of your user as you review your notes, audio, and video from your fieldwork:

SAY: What are some quotes and defining words your user said?

DO: What actions and behaviors did you notice?

THINK: What might your user be thinking? What does this tell you about his or her beliefs?

FEEL: What emotions might your subject be feeling?

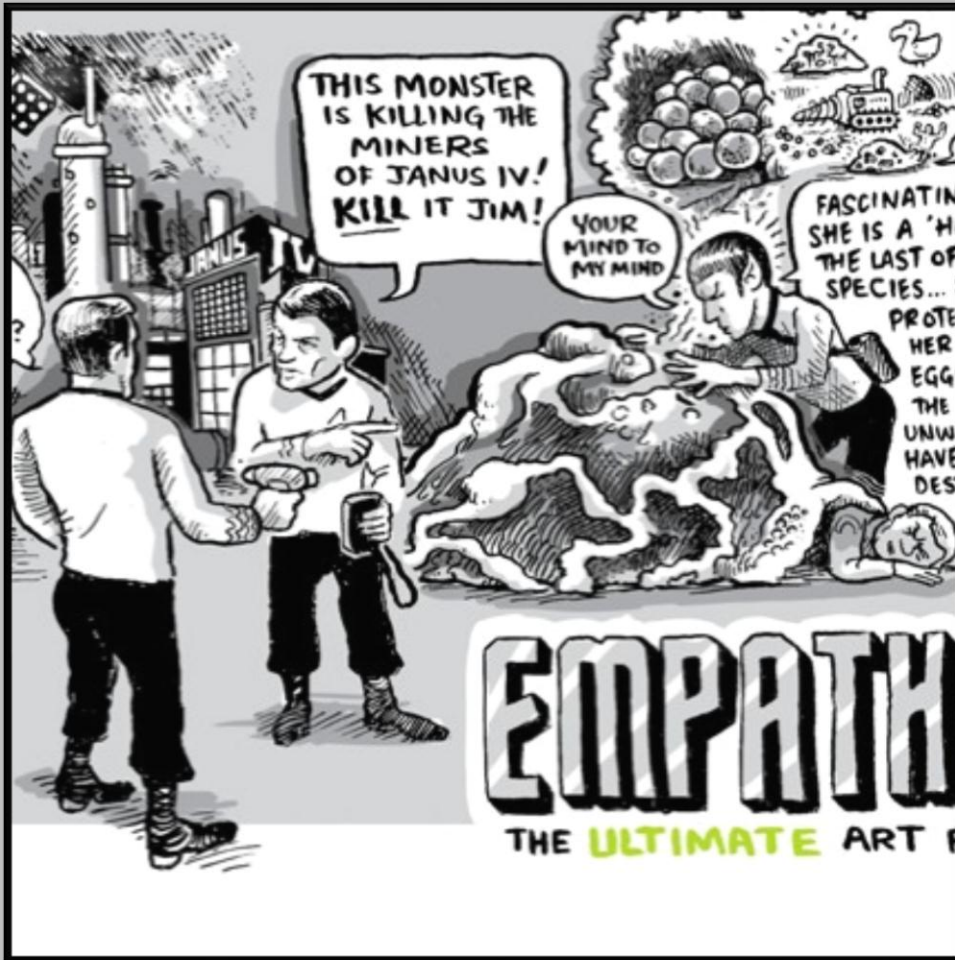
Note that thoughts/beliefs and feelings/emotions cannot be observed directly. They must be inferred by paying careful attention to various clues. Pay attention to body language, tone, and choice of words.

IDENTIFY NEEDS: "Needs" are human emotional or physical necessities. Needs help define your design challenge. Remember: Needs are *verbs* (activities and desires with which your user could use help), not nouns (solutions). Identify needs directly out of the user traits you noted, or from contradictions between two traits – such as a disconnect between what she says and what she does. Write down needs on the side of your Empathy Map.

IDENTIFY INSIGHTS: An "Insight" is a remarkable realization that you could leverage to better respond to a design challenge. Insights often grow from contradictions between two user attributes (either within a quadrant or from two different quadrants) or from asking yourself "Why?" when you notice strange behavior. Write down potential insights on the side of your Empathy Map.

Πηγή:

https://dschool.stanford.edu/groups/k12/wiki/3d994/Empathy_Map.html



Outrospection - Roman Krznaric

- Από ενδοσκόπηση στην «εξωσκόπηση»
- Empathy deficit
- Empathy adventurers
- Empathy experiment
- Empathy museum

Πηγή:

http://static.squarespace.com/static/52f27f54e4b06e715ceobf53/52f45d74e4b013e3f940c402/53178e5ee4boebfb9ed18406/1394052702895/roman_thumb01_1_1.jpg?format=1500w

- <https://www.youtube.com/watch?v=ZvaZFqNIYjQ>] human terrain
- [Trailer για την ταινία Human Terrain](http://www.sidewaysfilm.com/human-terrain/)
<http://www.sidewaysfilm.com/human-terrain/>
- <http://www.aiga.org/ethnography-primer/>
- <http://ethnographymatters.net/blog/2012/01/13/does-corporate-ethnography-suck-a-cultural-analysis-of-academic-critiques-of-private-sector-ethnography-part-1-of-2/>
- <https://bizationalchemy.wordpress.com/2012/12/11/empathy-the-power-of-outrespectation/>
- <http://dschool.stanford.edu/classes/>
- <http://www.vho.org/aaargh/fran/livres9/humterrainhandbo.pdf>
- (p. 49) (p. 63)

Τέλος Ενότητας

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- Το έργο «**Ανοικτά Ακαδημαϊκά Μαθήματα στο Πανεπιστήμιο Θεσσαλίας**» έχει χρηματοδοτήσει μόνο την αναδιαμόρφωση του εκπαιδευτικού υλικού.
- Το έργο υλοποιείται στο πλαίσιο του Επιχειρησιακού Προγράμματος «Εκπαίδευση και Δια Βίου Μάθηση» και συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από εθνικούς πόρους.



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