Doing Design Ethnography: 0 (Human–Computer Interaction Series)

By Andrew Crabtree, Mark Rouncefield, Peter Tolmie

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Ethnography is now a fundamental feature of design practice, taught in universities worldwide and practiced widely in commerce. Despite its rise to prominence a great many competing perspectives exist and there are few practical texts to support the development of competence. **Doing Design Ethnography** elaborates the ethnomethodological perspective on ethnography, a distinctive approach that provides canonical 'studies of work' in and for design. It provides an extensive treatment of the approach, with a particular slant on providing a pedagogical text that will support the development of competence for students, career researchers and design practitioners. It is organised around a complementary series of self-contained chapters, each of which address key features of doing the job of ethnography for purposes of system design. The book will be of broad appeal to students and practitioners in HCI, CSCW and software engineering, providing valuable insights as to how to conduct ethnography and relate it to design.

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- Rank: #2260161 in eBooks
- Published on: 2012-03-05
- Released on: 2012-03-05
- Format: Kindle eBook

Editorial Review

Review

From the reviews:

"The book is aimed at practitioners and students … . the book does actually include some good practical tips on approaches and tools for gaining access to a work situation, gaining trust and approval of users and recording observations. … I found Doing Design Methodology to be a deep book, grounded in the considerable experience of the authors. A real attempt is made, through the recursive structure … to get across a clear vision for a particular brand of ethnography." (Paul Matthews, Informer, November, 2012)

From the Back Cover

Ethnographic approaches associated with social and cultural anthropology are common currency in systems design. They are employed in academic and industrial research labs, consultancy firms, IT companies and design houses to understand user requirements, to develop design ideas, and to evaluate computing systems. *Doing Design Ethnography* is about one particularly influential approach: ethnomethodologically informed or inspired ethnography. This approach focuses distinctively on the embodied work practices that people use to conduct their everyday activities and to concert them with others. It enables system developers to factor the social organisation of human activities into IT research and systems design, and to do so with respect to its real world, real time character. *Doing Design Ethnography* is the first dedicated practical text explaining how to *do* ethnography in a design context. Particular emphasis is placed on *doing* to convey and elaborate the approach as a concrete job of work consisting of particular skills and competences that are responsive to the practical demands of systems development. The authors work through a range of examples to elaborate key aspects of the job, and offer practical guidelines for researchers and design practitioners who seek to do ethnography for systems design.

Andrew Crabtree, Mark Rouncefield and Peter Tolmie draw on over 50 years of combined practical experience to create this book, which will be of broad appeal to students and practitioners in Human-Computer Interaction, Computer Supported Cooperative Work and software engineering, providing valuable insights as to how to conduct ethnography and relate it to systems design.

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