



# Noticing

Instructor: Rob Faludi  
Class 6

# Plan for Today

---

- Ethnography Review & Presentations
- Noticing Plan Presentations
- Class Review
- Feedback
- Perhaps an Exercise
- Readings & Assignments

# Ethnography Results



Noticing Plans





# Class Review

---

1. Sections, exercises, readings

2. Your feedback and ideas



# Notice 10 Things

---

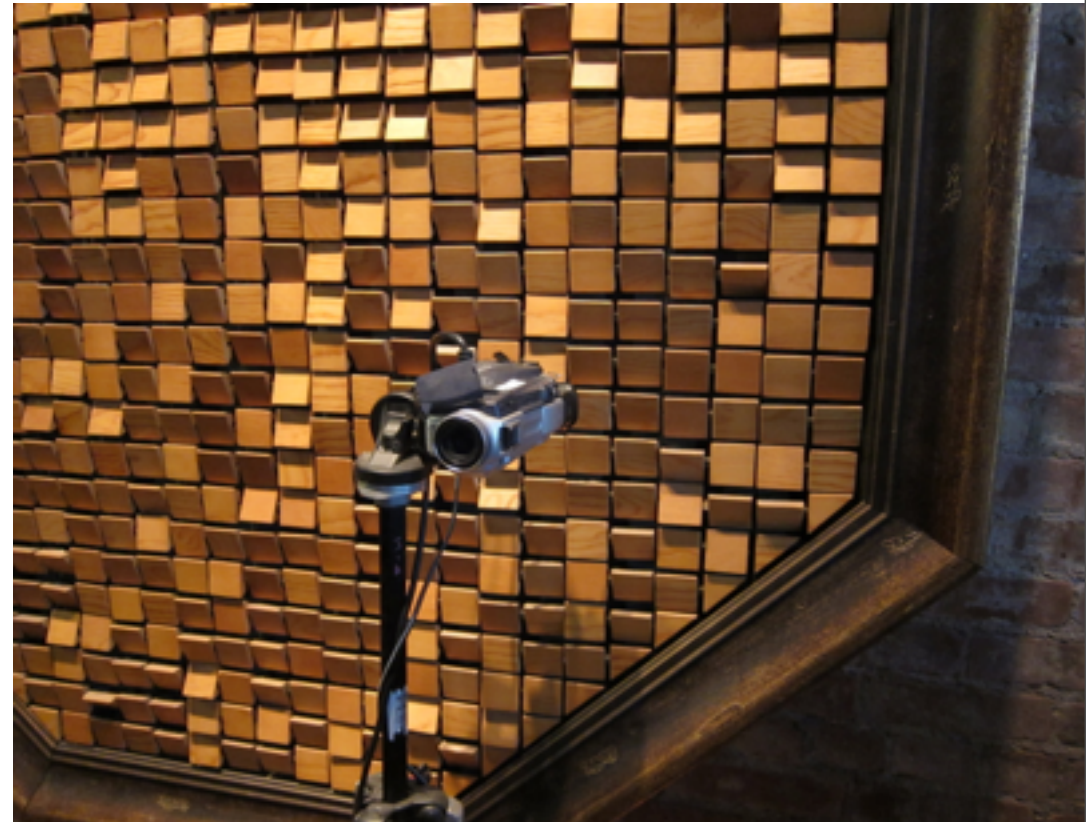
- From right where you are, take 5 minutes, notice 10 new things



# Mapping Exercises

---

- Take ten minutes and sketch a map of the ITP floor from memory
- Take ten minutes and sketch a map of the ITP floor by walking it
- 





# Schemas

---



# Noticing Strategies

---

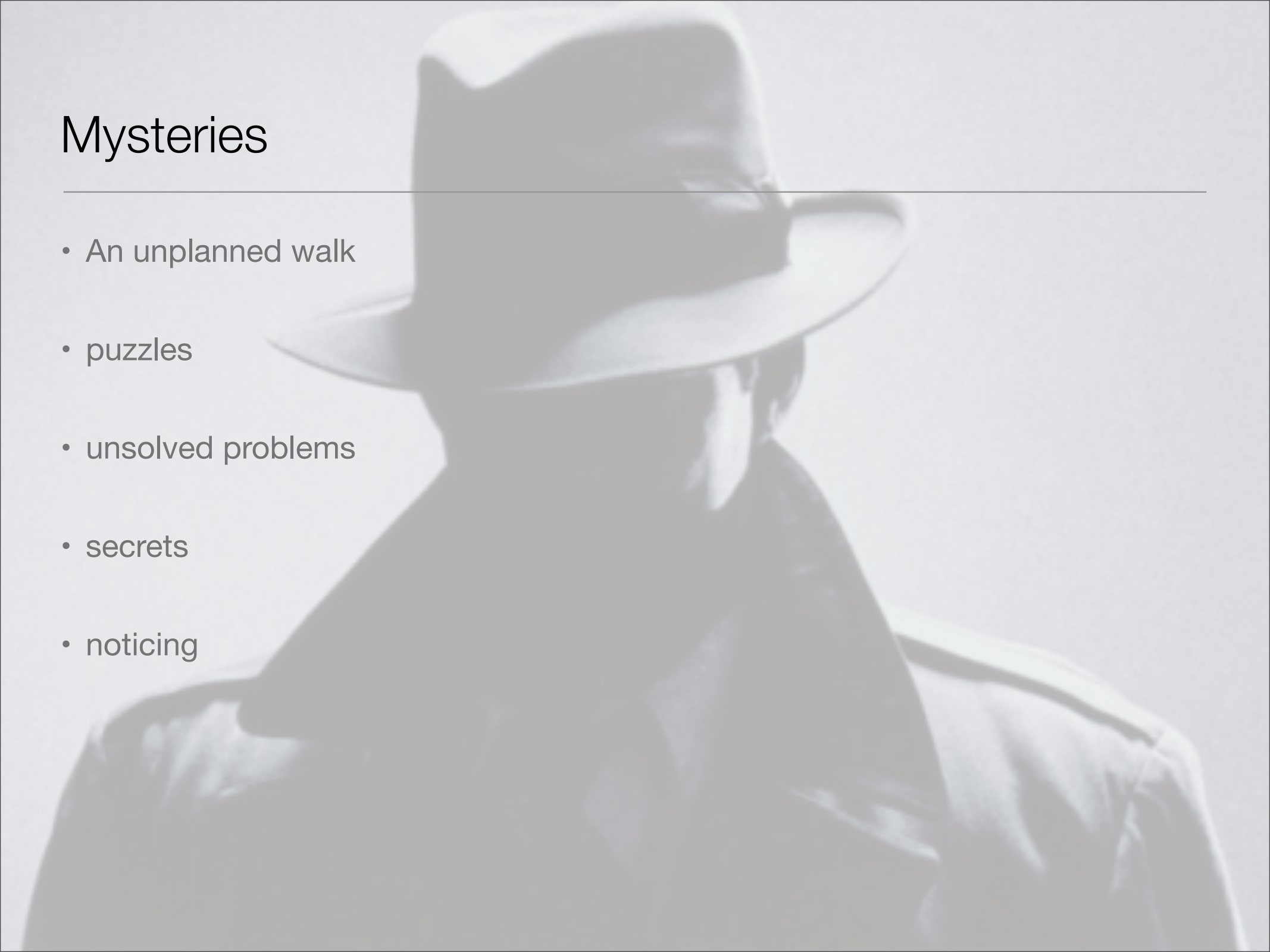
- travel, motion, taking opportunities
- randomize, chaos will change your perspective
- change mediums
- sleep someplace new
- try inverting it
- become aware of how an object come to be here and where will it end up
- pick something, what is behind, over, below and to the left and right?
- persist until you see something new (minimalism)



# Mysteries

---

- An unplanned walk
- puzzles
- unsolved problems
- secrets
- noticing



# Readings and Assignments

---

- Readings
  - Calvino
  - Raskin
  - Kazan
- Assignments
  - Documenting Mysteries





# Seeing with Data

---



# Fast Data

---

- Get some data!
  - You have 10 minutes to collect some data and return with it
  - Use your own definitions of data, we'll talk about that after your return



# Seeing with Data

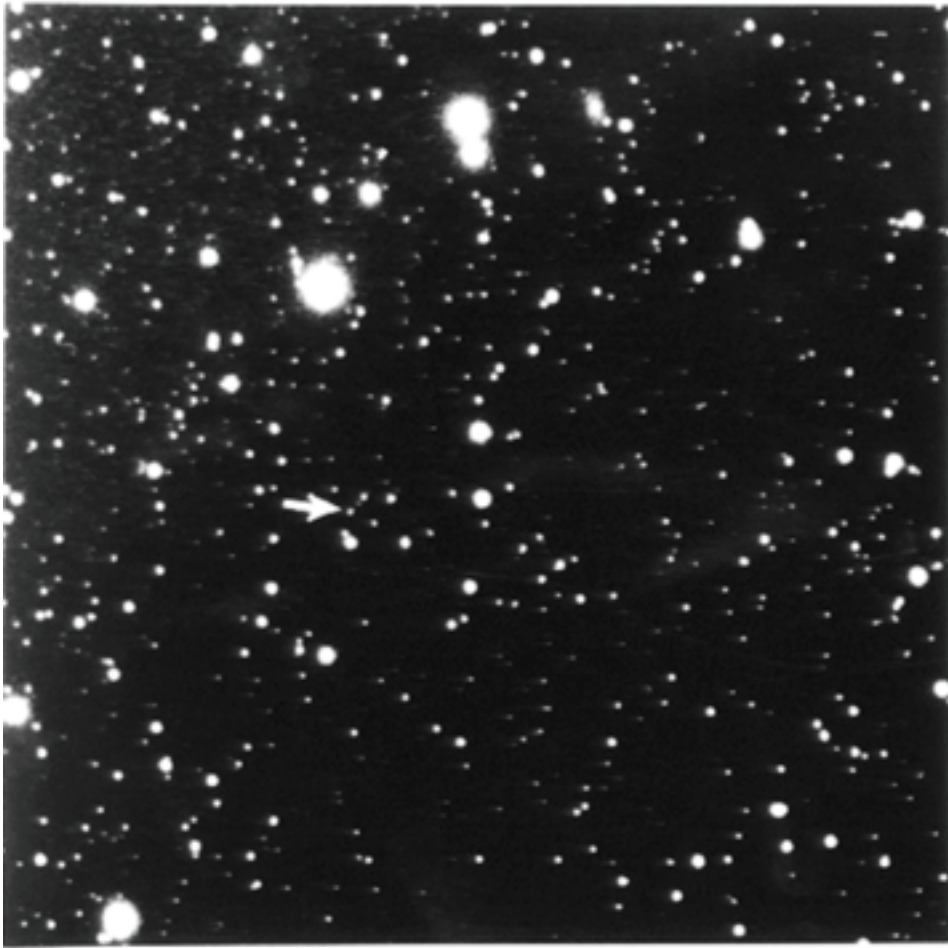
---

- Unmasking the invisible
- Manipulating time, space
- Comparisons across variables
- Thinking mode



Signal

## DISCOVERY OF THE PLANET PLUTO

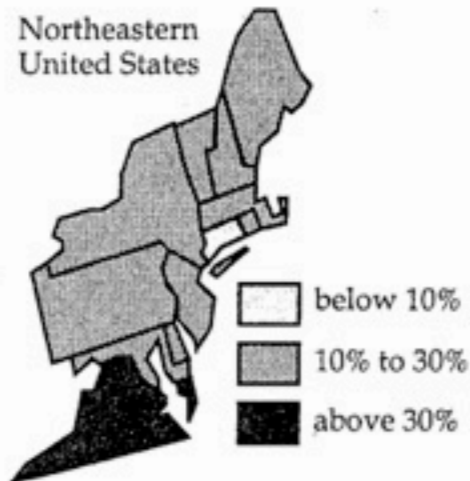


January 23, 1930



January 29, 1930

### Occupied Housing Units Lacking a Telephone, 1960



### Occupied Housing Units Lacking a Telephone, 1960

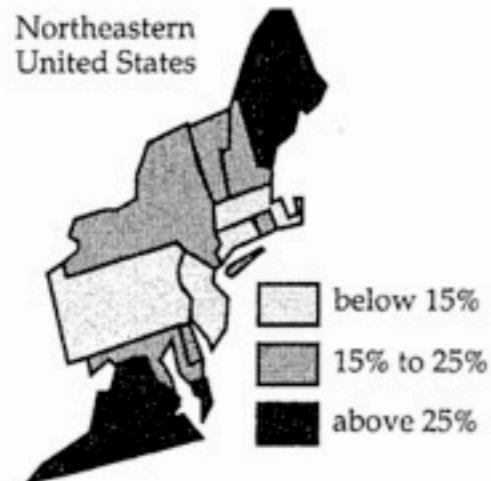
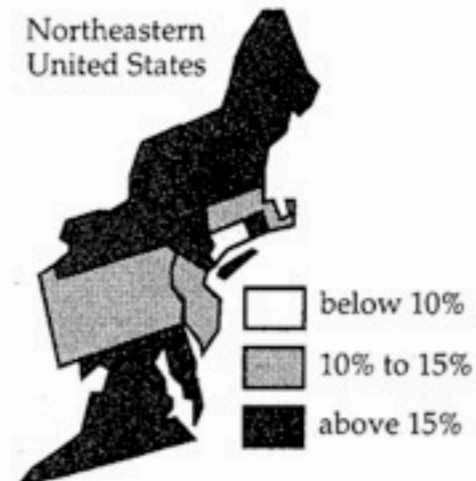


FIGURE 3.10. Different sets of class breaks applied to the same data yield different-looking choropleth maps.

### Occupied Housing Units Lacking a Telephone, 1960



### Occupied Housing Units Lacking a Telephone, 1960

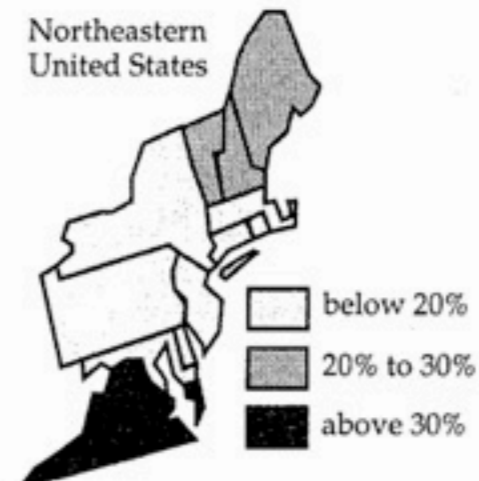
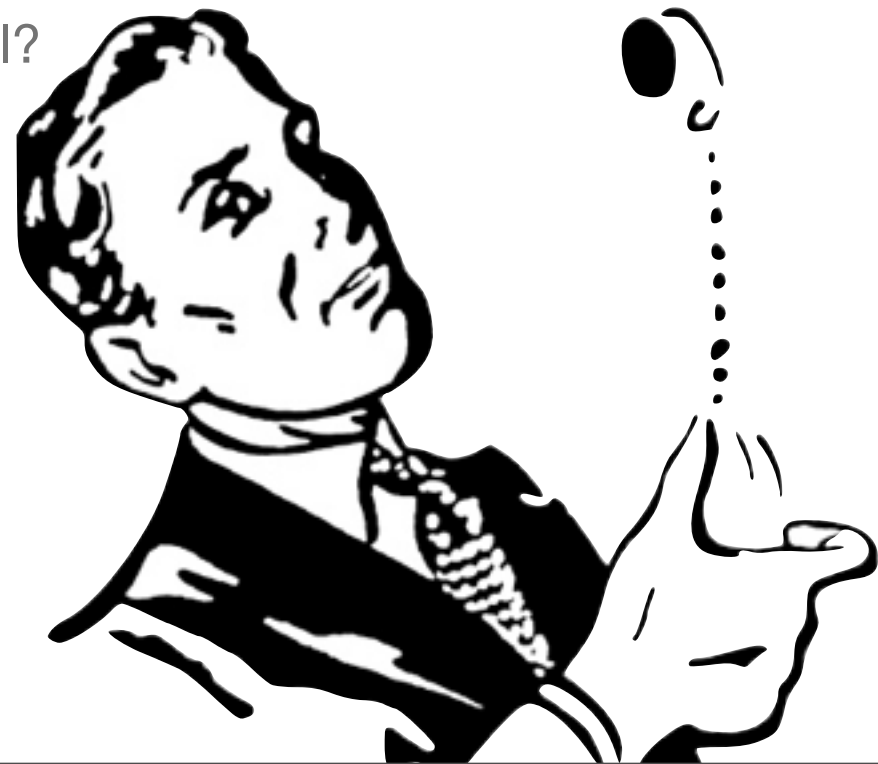


FIGURE 3.11. Class breaks can be manipulated to yield choropleth maps supporting politically divergent interpretations.

# Exercise: Flipping and Spinning Coins

---

- Using pennies, gather the results of 30 coin spins each, spinning the coin on edge on a table, achieving a stable spin and waiting for it to fall over without hitting anything.
- Enter the results in the class Google Spreadsheet: <http://bit.ly/VvNsMi>
- Are the results biased or fair? How can we tell?

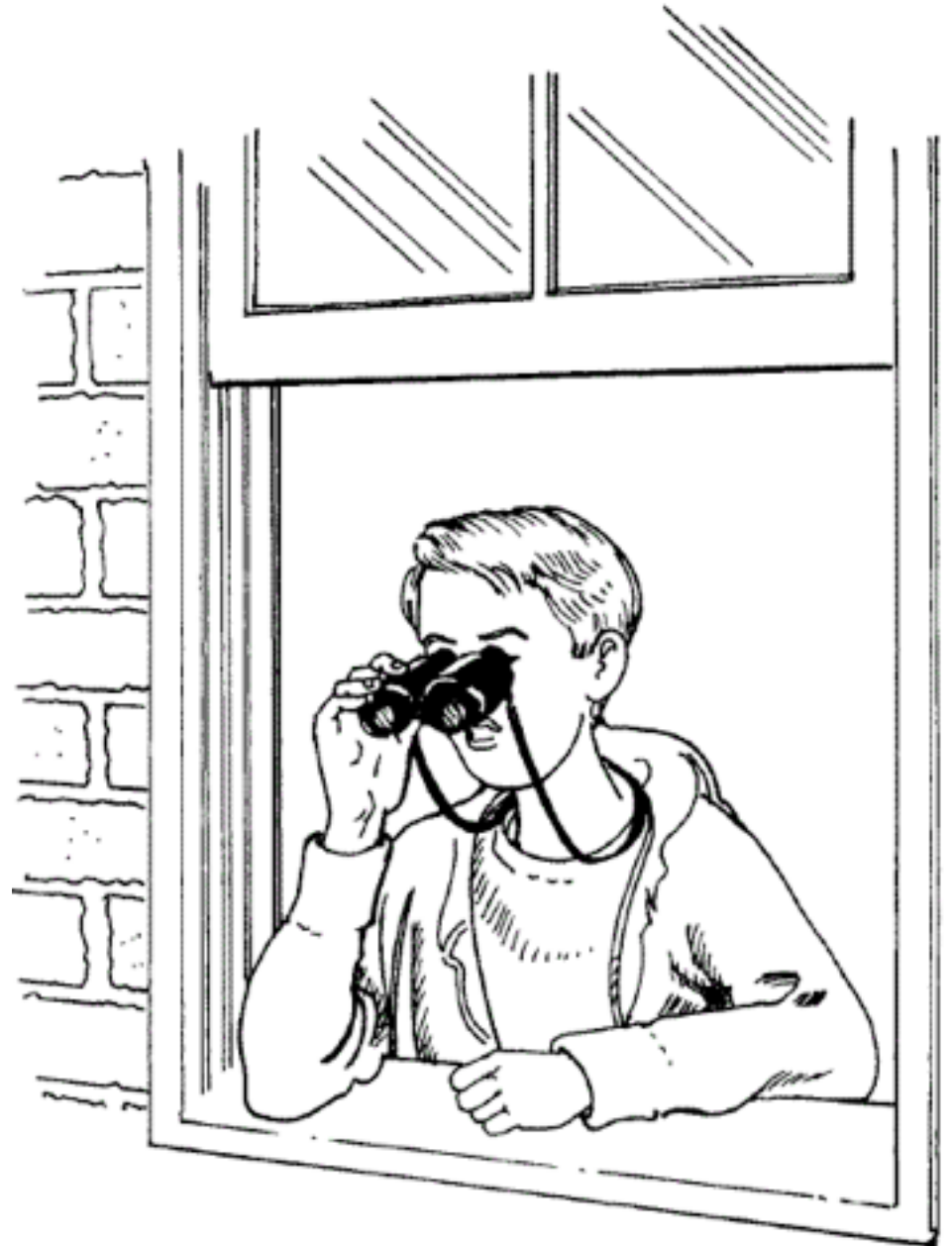




# Observation Assignment

---

- Select a space
- List all the different behaviors that you see
- Record the prevalence of each behavior type, to better understand their relative import.
- Summarize





# Readings and Assignments

---

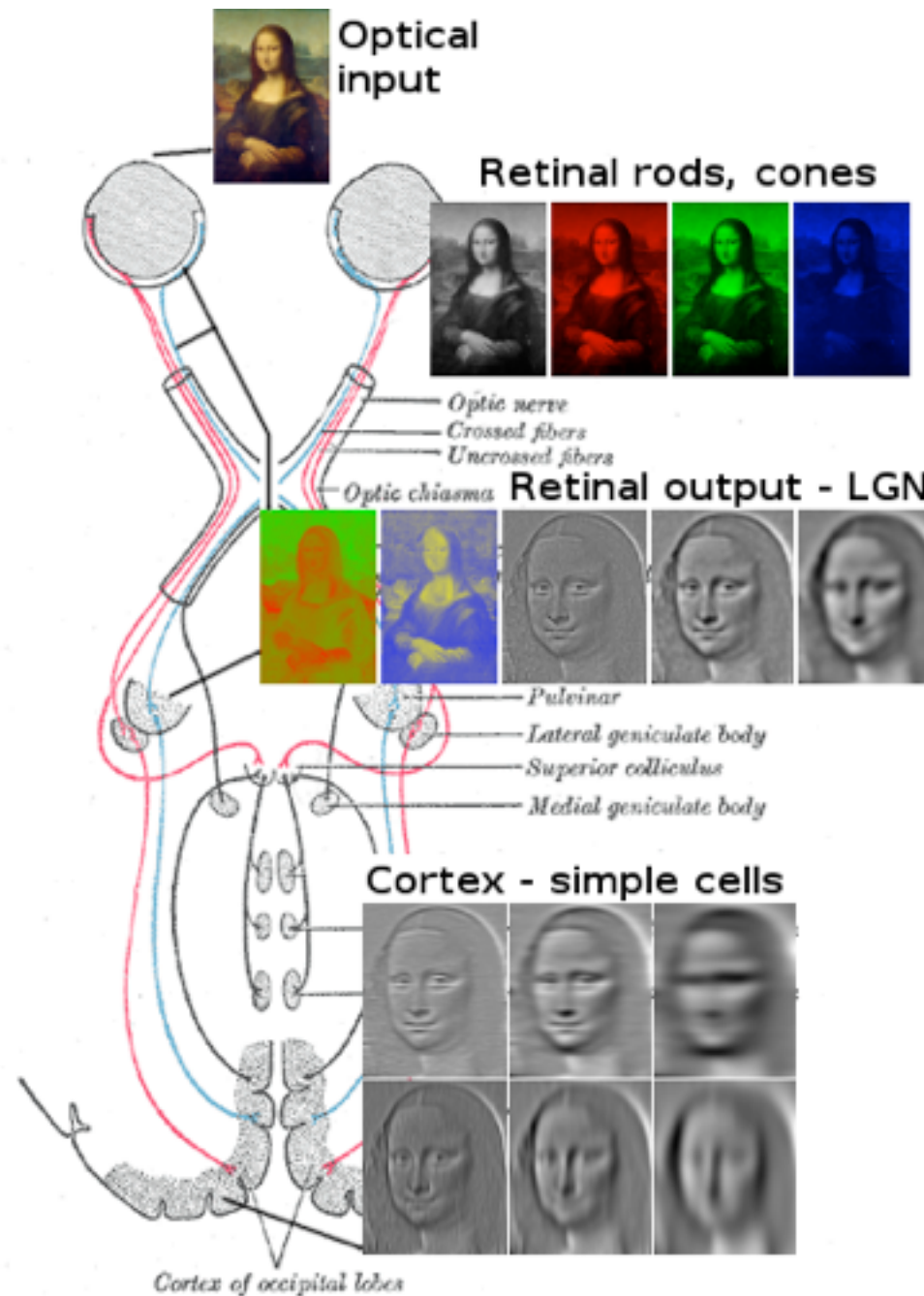
- Readings
  - Zen of Seeing
  - Cracking Creativity introduction & chapter 1
  - Drawing on the Right Side of the Brain, chapters 1, 3, 4.
- Assignment
  - Observation Assignment

# Seeing by Drawing

---



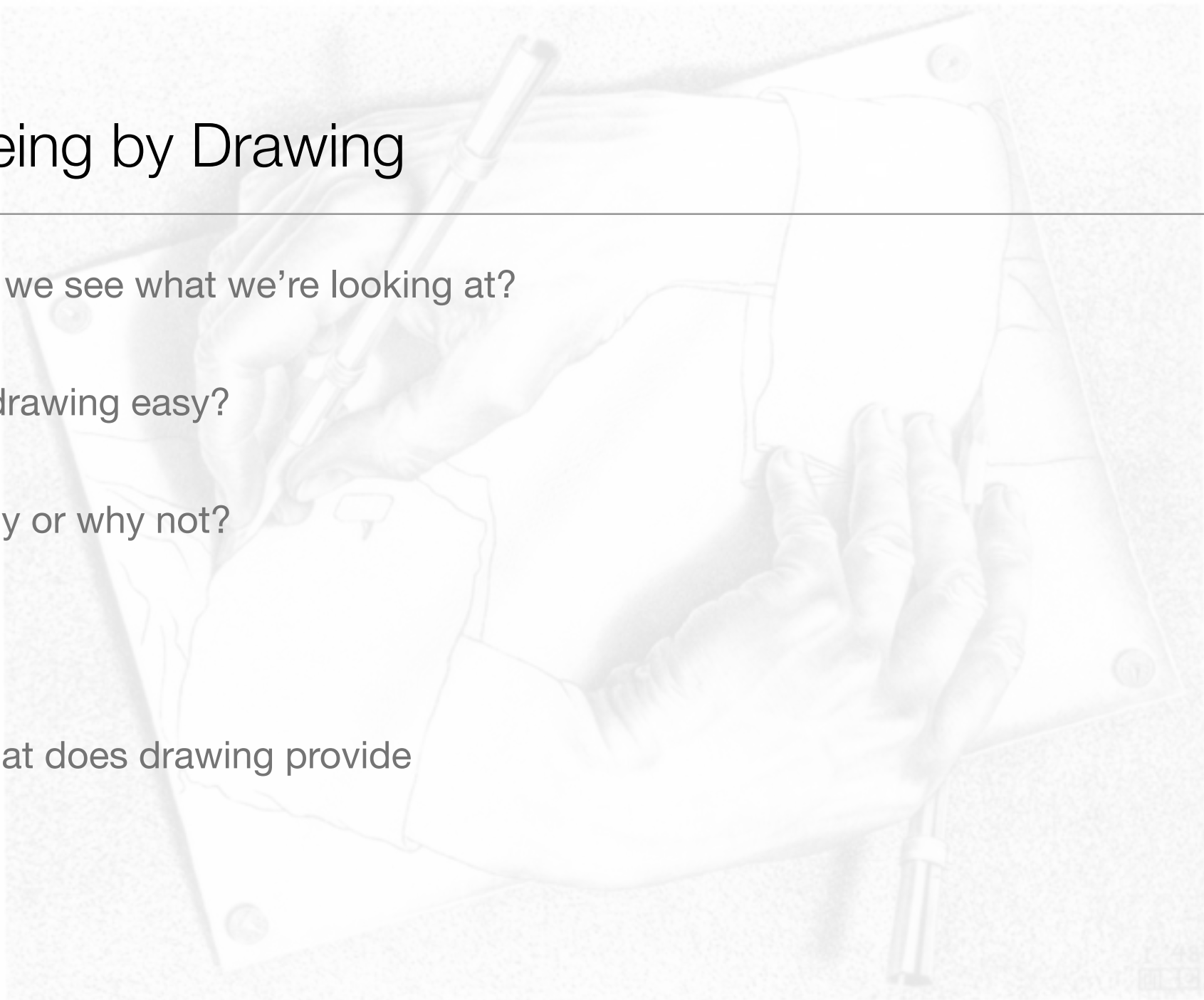
# Visual System



# Seeing by Drawing

---

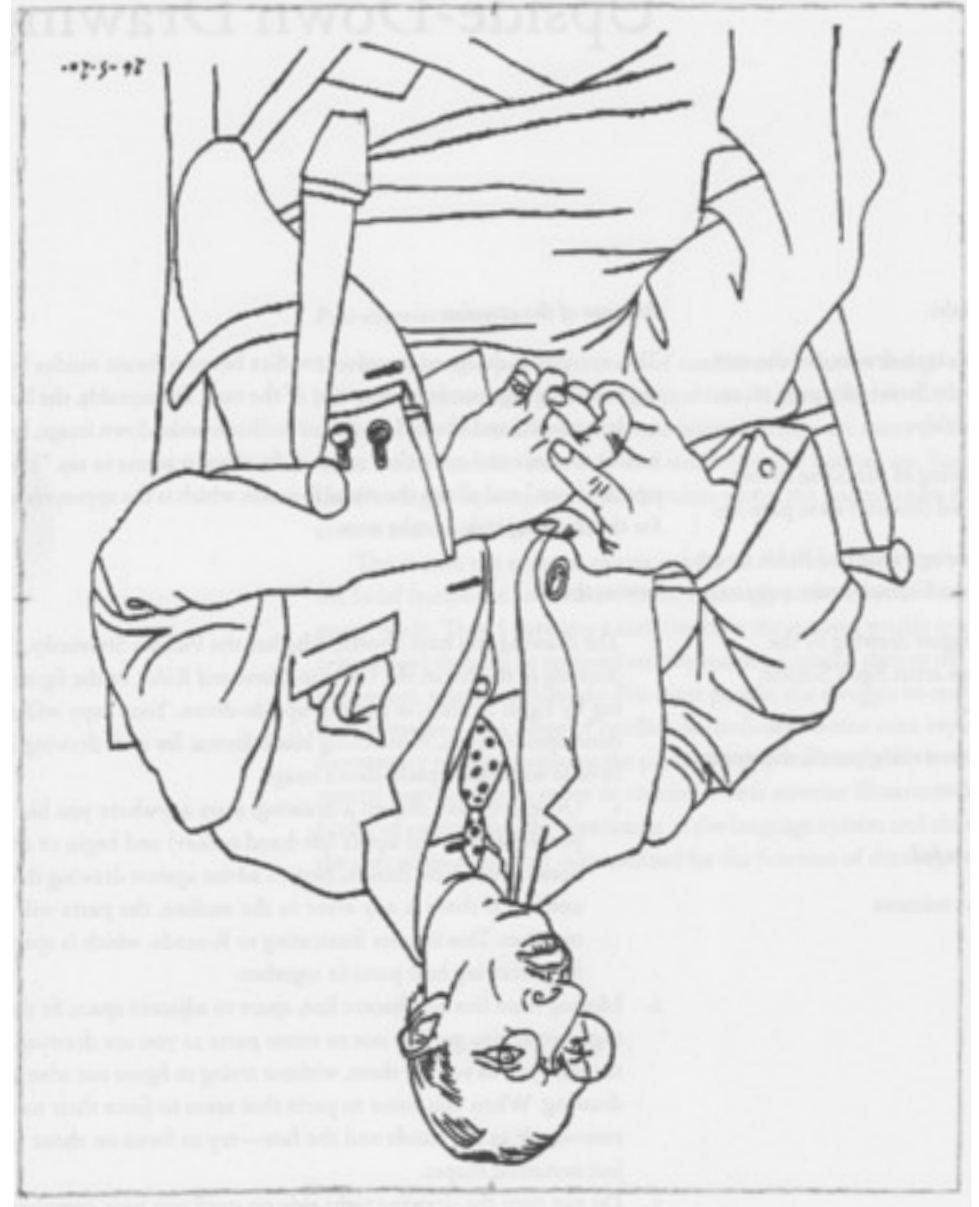
- Do we see what we're looking at?
- Is drawing easy?
- Why or why not?
- What does drawing provide



# Upside-down Drawing

---

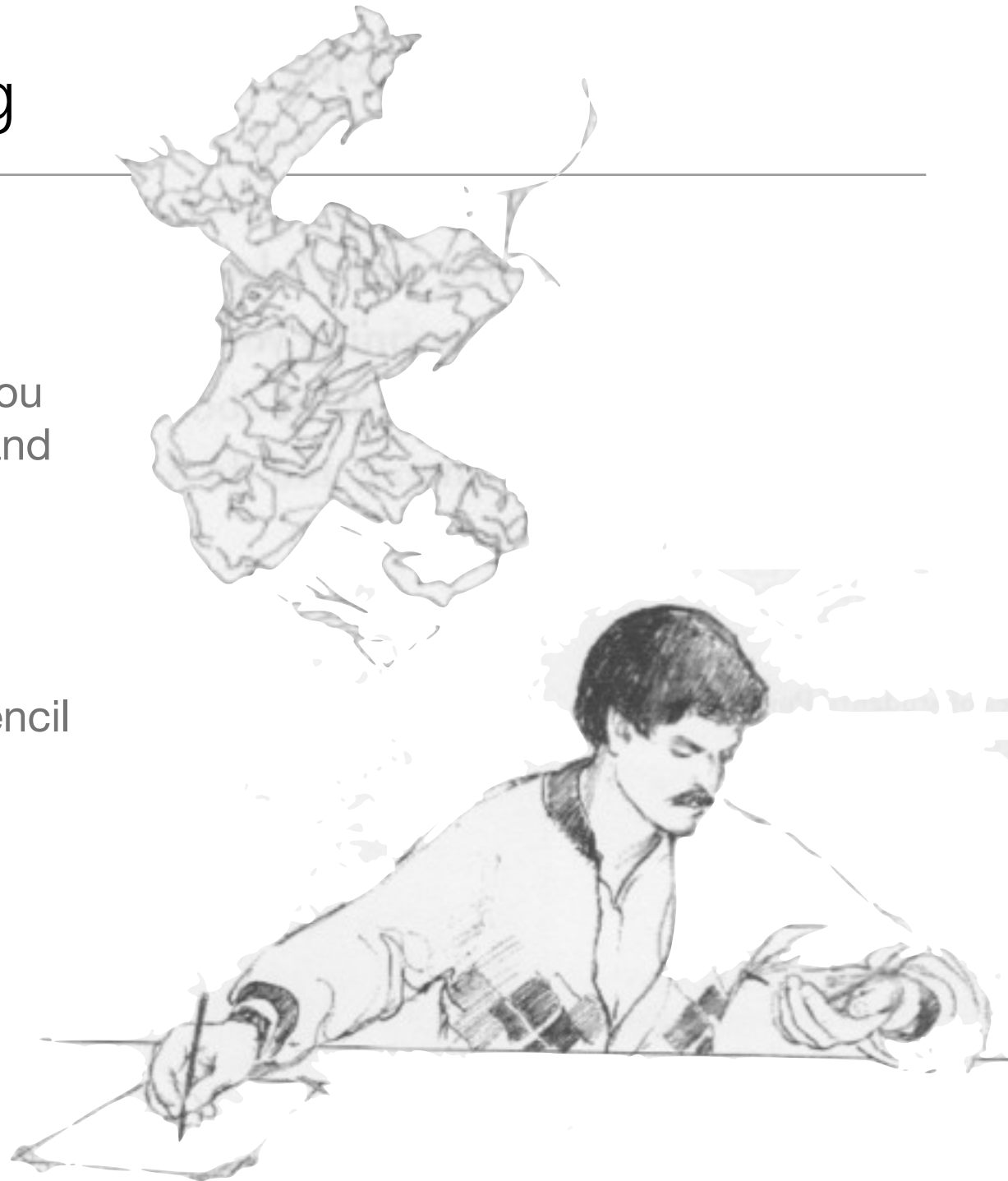
- copy an upside-down drawing
- start anywhere
- avoid doing the whole outline first
- avoid naming parts, just draw the lines in the same place
- don't turn your copy over until you are done.
- sign and date when you are done



# Pure Contour Drawing

---

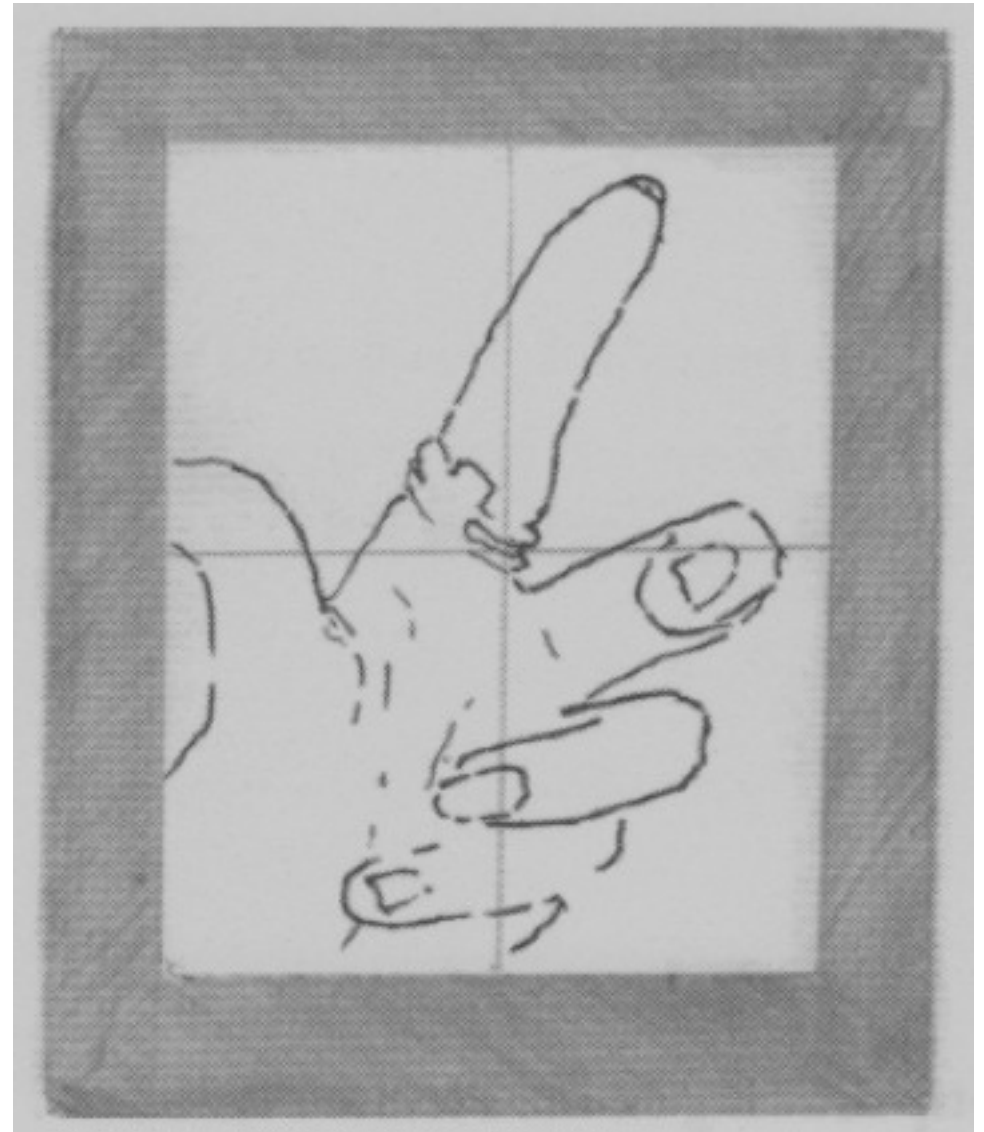
- tape your paper to the table.
- without looking at your paper, you will draw the wrinkles in your hand
- go very, very slowly
- track with your eyes, let your pencil simply record
- Continue for 5 full minutes, no looking!



# Hand Drawing

---

- Balance your viewfinder over your hand in an interesting pose
- Looking through ONE eye, trace the outline of your hand on the picture plane with an erasable (water-based) marker
- Keep your head still, and just copy the edges of your hand, without trying to “draw” your hand.
- Focus on precision, drawing the nails and major creases as well





# Object Drawing

---

- Pick an everyday object to explore by carefully sketching it.
- Start with the top half, then turn it over and do the bottom half
- Spend 15 minutes on each side
- If you get bored, go into more detail until you are interested again
- Think about why the parts are located where they are. If it's a mechanism, where are the levers and what does that tell you about how it was made and how it works?



# Twenty Drawings Assignment

---

- Found Objects
- Stains and Splotches
- Reflections and Shadows
- Set Variations



# Readings and Assignments

---

- Readings
  - Watching the English
  - Pickpocket Article
  - Optional: *Psych*, *Sherlock* or *In Treatment*
- Assignment
  - Twenty Drawings Assignment

# Listening to People



# Surveys are Great

---

- quantify problem
- test assumptions
- fast
- cheap
- big samples are possible
- randomization is possible
- multiple variables
- casts a wide net
- confirmatory
- can also be exploratory



# Personal Interviews

---

- People are the most interesting object in the room
- notice them by talking to them
- ...and notice them by observing their behavior
- what do they say?
- how do they say it?
- how do they position themselves?
- what are they wearing?
- how are they put together?
- find out who the person is, what is important to them, who they'd like to be, what motivates them and what doesn't
- how they are different from your expectations?



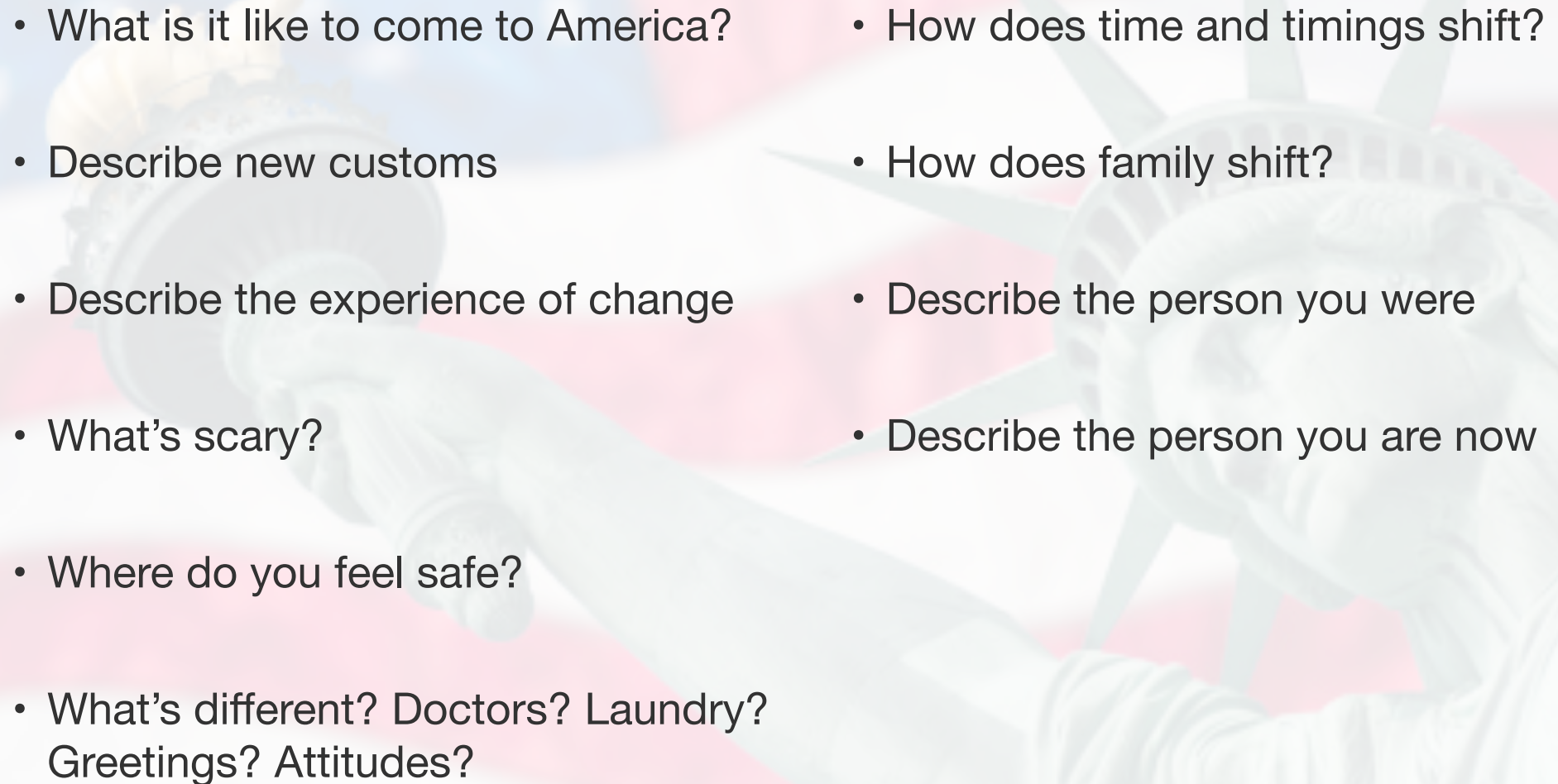
# Focus Groups





# Focus Group Exercise: Coming to America

---

- 
- What is it like to come to America?
  - Describe new customs
  - Describe the experience of change
  - What's scary?
  - Where do you feel safe?
  - What's different? Doctors? Laundry? Greetings? Attitudes?
  - How does time and timings shift?
  - How does family shift?
  - Describe the person you were
  - Describe the person you are now

# Focus Group Exercise: Being American

---

- What does it mean to be an American?
- When do you eat dinner?
- What kind of person eats later? Earlier?
- Whom do you admire?
- Where do you feel safe?
- What's scary for you?
- How do you apologize?
- Tell us a story about apologizing
- What is the script for going to a party?
- What are the exceptions?
- What kind of person makes those exceptions?
- What is it like to be with non-Americans?

# Focus Groups Prep Workshop

---

- Create the discussion guide for your topic:
  - Divide into groups
  - Brainstorm topics
  - Roughly divide topic areas
  - Elect discussion leaders



# Readings and Assignments

---

- Readings
  - none this week
- Assignment
  - Focus Group Assignment
  - Refrigerator Pictures

# Watching People (Ethnography)

---





# What Is Ethnography?

- A way to get to know individuals and groups holistically in order to make better-informed, relevant decisions
- Ethnography is not *just* an interview
  - Should go beyond Q & A
  - Should generate a deeper understanding of the individual and their relationships to, e.g., products, services, media...
  - Should uncover not just *what*, but *why*
- Qualitative research methodology rooted in the discipline of anthropology





# A Typical Ethnographic Session

- 1-3 hours (sometimes longer) with a person or group of people in their environment:
  - Home, work, shopping, doctor, travel...
- Observe and discuss behaviors, discuss meaning and usage of artifacts in environment, re-enact behaviors
- Open-ended conversation guided by both what is seen and heard
- Allows involvement of others



# When Is An Ethno The Right Approach?

- Identifying opportunities for innovation
- Discovering the underlying meaning behind behaviors
- Bringing specific types of consumers to life
- Contextualizing a particular product, brand, or service within everyday reality
- Exploring sensitive topics



# Contextualize: Real-Life Surroundings



- When you're in a person's everyday environment, it gives more opportunity to uncover context and history behind what they are telling you.



- Example: Two moms and their perspectives on summer education.

# In-Class Exercise: Exploring Food

- In today's class, we're going to do a short exercise to help you explore the process of ethnos, and to find your own rhythm and approach.
- Partner with a classmate, and designate one of you as the interviewer and the other as the participant—we will switch it up afterward so you'll get to play both roles.
- The interviewer will talk to the participant and use his or her pictures as a proxy for actually being in the home. You'll conduct a short ethno, and then we'll regroup to talk about how it went.
- The participant has the freedom to answer as themselves or to adopt a character and elaborate—it's really up to you!





# Final Project

---

1. develop a Noticing Plan for a classmate around their desired question, topic or project
2. present to your classmate and revise together
3. execute the Noticing Plan given to you
4. create a summary of what you did, how it felt, how you pushed your boundaries, most effective parts, what you uncovered or discovered and what's next for you to notice



# Readings and Assignments

---

- Readings
  - none this week
- Assignments
  - Ethnography Assignment
  - Final Project Assignment



# Final Proposals

A large, vibrant, and abstract mural covers the upper two-thirds of the image. It features a dense, chaotic arrangement of colors including red, orange, yellow, green, blue, and purple. Within the abstract shapes, there are faint, recognizable elements like a ladder, a fish, and a person. Below the mural, three individuals are seen from behind, standing on a white surface. They are wearing long, hooded robes in muted colors: light blue, pinkish-brown, and green. Each person is holding up their hood, framing their face against the colorful background. The overall composition suggests a collaborative artistic or design process.

# Class Review

---

1. Sections, exercises, readings

2. Your feedback on:

- Challenges
- Engagement
- Changes
- Favorites
- Ideas



# Readings and Assignments

---

- Readings
  - 10 Ways to Enjoy Doing Nothing
- Assignments
  - engage first hand before every project
  - take time each day to see
  - share your skills
  - ... and maybe find your dopplegänger

