ETHNOGRAPHY

GRADO EN DISEÑO
Professor: MICHAEL LEUBE
E-mail: mleube@faculty.ie.edu

Academic year: 19-20
Degree course: SECOND
Semester: 1º
Category: COMPULSORY
Number of credits: 3.0
Language: English

PREREQUISITES
Semesters 1 and 2 have to be successfully finished.
SUBJECT DESCRIPTION
This course works like a second part to the course “Research Techniques” taught in the same semester. Here the students apply the learned theoretical material in actual group research projects.
OBJECTIVES AND SKILLS

Objectives
To acquire basic notions of the “grounded theory” process of problem solving
To understand the responsibility of design practices
To understand the necessity of design research as well as designing the research phase

Skills
Development of a critical standpoint in the design practice
The use of basic design-research methods
Improving the empathy between designer and end-user
Improvement of critical thought.
METHODOLOGY
This course is mostly “learning by doing” but does include discussions, feedback sessions and presentations of results by the groups in front of the class.

Groups are required to critically reflect the material presented in class by preparing a written report (10-12 pages) as well as a informative poster explaining the research process, to be presented in the class sessions 4, 9 and 14.
<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>20.0 %</td>
<td>15 hours</td>
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<tr>
<td>Exercises</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>26.67 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>75 hours</td>
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PROGRAM

SESSION 1
Selection of Groups and Research Topics
The class will be divided into 4 or 5 groups and the research topics will be selected.

SESSION 2
Design Research
The groups conduct "desktop research" on various topic. The professor acts as a mentor for
feedback and/or guidance.

SESSION 3
Research Design
How will the research be conducted? What is the setting? What technique will be used when?

SESSION 4
Presentation of Scientific Articles and Research Settings 1
What can we learn from research already conducted? What might be improved?

SESSION 5
Presentation of Scientific Articles and Research Settings 2
What can we learn from research already conducted? What might be improved?

SESSION 6
Out in the Field 1
We will visit a busy place (shopping centre, public square, etc.) together for inspiration.

SESSION 7
Out in the Field 2
The groups are on their own. The professor acts as guide or mentor.

SESSION 8
Out in the Field 3
The groups are on their own. The professor acts as guide or mentor.

SESSION 9
Presentation of First Research 1
The debriefing is arguable as important as the research itself. We will learn from each group what
worked and what did not in their research.

17th June 2019
SESSION 10
Presentation of First Research 2
The debriefing is arguable as important as the research itself. We will learn from each group what worked and what did not in their research.

SESSION 11
Out in the Field 4
The groups are on their own. The professor acts as guide or mentor.

SESSION 12
Out in the Field 5
The groups are on their own. The professor acts as guide or mentor.

SESSION 13
Out in the Field 6
The groups are on their own. The professor acts as guide or mentor.

SESSION 14
Final Presentations of Group Projects 1
Groups present the process of research as well as final insight in front of the class.

SESSION 15
Final Presentations of Group Projects 2
Groups present the process of research as well as final insight in front of the class.
BIBLIOGRAPHY
EVALUATION CRITERIA

I. Class attendance, weekly tasks and class participation: 20%

II. Group Research Paper: 40%

III. Group Research Poster Presentation: 40%

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20 %</td>
<td></td>
</tr>
<tr>
<td>Workgroups</td>
<td>40 %</td>
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</tr>
<tr>
<td>Group Presentation</td>
<td>40 %</td>
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</tbody>
</table>

I. CLASS ATTENDANCE, WEEKLY TASKS, CLASS PARTICIPATION AND INDIVIDUAL PRESENTATION

It is expected from students to participate in class discussions. There are two ways for individual participation: In the discussions that each seminar will hold and in the individual presentations that students will have to give based on their reading of the assigned texts. It is expected that participation should be oriented to enrich the intellectual climate of the class, participating in debates, carefully listening to peers and engaging in dialogues with them.

II. GROUP RESEARCH ESSAY

Following the guidelines provided and explained in class, each student will have to write a theoretical research essay. They will have to elaborate a research question and contextualise it theoretically. The essay has to be at least 10 pages long, has to be written in a scientifically adequate style and include at least 5 sources. Proper citation will be taught in class and is mandatory.

III. GROUP PRESENTATION OF POSTER

Each student has to research and demonstrate a firm understanding of the research techniques presented in class. Both a theoretical foundation as well as best-case scenarios of the techniques used in a design research framework must be shown.

GRADES
Sobresaliente/Outstanding: 9.0-10.0 (A to A+)
Consistently produces work of the highest quality and craft; exhibits notable progress and development over the course of the semester; meets all course objectives at highest level; attendance is near-perfect, and contributions to course discussions are extremely valuable.

Notable: 7.0-8.9 (B to B+)
Completes all assignments with work of above-average quality and craft; exhibits significant progress and development; meets most course objectives; attendance and participation are very good.

Aprobado: 6.0-7.0 (C to C+)
Completes all assignments with work of acceptable quality and craft; exhibits some progress and development; meets a majority of course objectives. Attendance and participation are acceptable.

Aprobado: 5.0-6.0 (D)
Assignments are delivered but are incomplete and/or of low quality and craft; exhibits little progress and development; meets few course objectives. Attendance and participation are poor, but absences do not total more than 30%.

Suspenso: 0-4.9 (F)
Work is incomplete, missing, or does not meet course objectives. Attendance and participation are poor.

Automatic Failure/Suspenso: 0 (F)
Please note that a student who misses 30% or more of the scheduled sessions receives an automatic 0.0, and loses his or her right to the second “convocatoria.”

RETAKE POLICY
Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

Grading for retakes will be subject to the following rules: Students failing the course in the first regular period will have to do a retake in July (except those not complying with the attendance rules, which are banned from this possibility). Dates and location of retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer. The maximum grade that a student may obtain in any type of retake will be 8 out of 10. The retakes will consist of a comprehensive exam. The grade will depend only on the performance in this exam; continuous evaluation over the semester will not be taken into account. This exam will be designed bearing in mind that the passing grade is 5 and the maximum grade that can be attained is 8.

PROFESSOR BIO
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MICHAEL LEUBE

Professor: Michael Leube, Ph.D.
E-mail: mleube@faculty.ie.edu

Office hours: TBA

Leube is an anthropologist working on the complex relationship of people and objects. His research for the last ten years has been focused on investigating humanitarian design as well as the circular economy. For him, design represents the important link between the theory provided by the human sciences and practical social innovation. He is convinced that only when everyone is involved in the design process and innovation, production and consumption is truly open can society become sustainable. Leube holds a Ph.D. in Anthropology (Thesis: “Culture and Evolution: Comparison of British Social Anthropology, American Cultural Anthropology and Vienna’s Kulturkreislehre”) from the University of Zagreb, an M.A. in Anthropology/ Human Biology from the University of Vienna and a B.A. in Anthropology/ Religious Studies from the University of California at Berkeley.

OTHER INFORMATION
CODE OF CONDUCT IN CLASS

1. **Be on time:** Students arriving more than 5 minutes late will be marked as “Absent.” Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture:** Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent.” Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.

If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent.”

6. **No cellular phones:** IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.