**Design Thinking Session**

**Ethnography Field Guide** 

**Use creating the field guide as a tool to help you:**

1. Organize thoughts and anticipate any issues
2. Practice for interviews and observations
3. Practice wording of question (open-ended and simple)
4. Remember any necessary protocols or pieces of information you want to collect
5. Refer to in the interview or observation

The field guide is not a questionnaire to be followed, and you should go “off-script” to allow for open-ended conversations.

**The Do’s of Field Work**

**Do** allow the respondent to go about their day by being respectful and sensitive to their needs.

**Do** exhibit self-awareness and manage the impressions other have of you.

**Do** get consent before an interview. If you are doing work that requires IRB approval, there may be a formal consent that needs to be completed.

**Do** stand back and take everything in. Don’t assume you always know what you’re looking for.

**Do** try to understand the larger context of the activities.

**Do** make it personal – you are the main data gathering instrument.

1. **Overview:** What is the goal?
2. **Collection:** Date, Time, Place
3. **Research Process:**
4. ***Observation:*** *[Ex: “During each observation, thorough field notes will be collected to preserve specific details related to the findings. Field notes will be reviewed at the end of each observation period for potential themes and interesting insights.*

* *The specific information to collect is listed below:*
  + *Field Note Collection*
  + *Date, Time, Place of Observation, Teammate Names*
  + *Environmental scan/sketch – include sights, sounds, textures, smells*
  + *People: Body language, facial expressions, communication, relationships*
  + *Questions about people, behaviors, other locations at the site for future investigation]*

1. **Interview**

* **Recruitment to Interview:**
* **Recruitment Script**
* **Questions for caregivers:**
* **Data Collection:** *[Ex: “Our team will plan for a 15 minute debrief after each session or interview. We will organize and complete our notes, and add any missing observations or follow up questions. We will avoid collecting any identifiable information, but will keep our notes secure in a locked file cabinet and secure site. Within 48 hours, we will add our notes to the team site.”]*