



Patterns

Professor Jon Kolko

Moving to Synthesis...



Ethnography

Immersion in the cultural context of a wicked problem

Synthesis

Making meaning through inference and reframing

Prototyping

Hypothesis validation through generative, form-giving activities

Moving to Patterns & Anomalies



A Bottom-Up Process of Sensemaking

The goal of this data-explosion and pattern-identification is to build knowledge – to create a shared, tacit sense for what happened in the research.

A “bottom-up” approach means letting the notes indicate the groupings, rather than starting with grouping names.

Moving to Patterns & Anomalies



Initial Data Management

A four-hour research engagement can generate several hundred data points. Before we can make sense of the data – and interpret it – we need to get our arms around the general scope of what we’ve discovered:

1. Put all of the individual notes on the wall
2. Interpret each individual statement
3. Question and Infer meaning in the individual statement
4. Organize notes based on inferred likeness
5. Give the pattern groups sentence-names that capture the inferential grouping

Leveraging the Data



MD01

I'm addicted to technology. I'm on it 24/7. I try not to be on it during social situations, with like family, because I think it's rude. I know that teenagers have that stereotype of being so addicted, and I am, but I don't like to be the typical on facebook on the time, not being able to communicate in person.

MD04

My parents are paying for all of my school. I don't have any financial aid or anything. I applied for some scholarships, but I didn't get any of those. I also applied for the Texas state general application but I didn't get any of that either. I feel guilty about that a lot of times.

MD07

I'll get an internship somewhere after picking my major. That happens sometime next year.

MD02

I'm a teenager, but I can be an adult if I need to. Teenagers don't get listened to that often - they only care about their social life and what not, but I know when to put social life away. [an adult] means knowing when to disengage from the social stuff like drama, it's not going to consume my whole day.

MD05

When I was first looking up what I wanted to do [before switching to business] I was searching careers in business. I searched administrative assistant and stuff - my mom talked about that - she said there is so many job for this. I wanted to see what other jobs were out there; how much they make and how in demand they are.

MD08

I think getting an A or a B - keeping on the deans list - having above a 3. something - I have a 3.6 right now and If I fail this class [calc] it will all be for nothing. It will make my GPA plummet. I'm working so hard and I'm not getting good results. It makes me feel not good about myself.

MD03

It's sad that social life is all about technology. I like to try and communicate without it - so I don't end up like those people who cant communicate in person. I guess I learned a lot of that from my mom because she points that out to me.

MD06

I haven't discovered what I'm passionate about. It's disappointing. I've discovered the things that I'm not passionate about, so I guess that is good. Next semester I'm taking my first marketing course, so I hope that ends up well.

MD09

I do my homework in the student learning center at the library. I also go to my prof office hours and stuff. I tell them I'm working hard, but sometimes it doesn't click for me

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What does this mean?

MD02

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Can you infer a relationship?

Leveraging the Data



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MD44
If I don't get good grades, I'm not sure how I would get a good job. Here, look at my transcript, see that B-? It's terrible..

I wanted to do [before]...
...ers in...
...ant and stuff -
... is so many...
... were out...
... list -
... ow and...
... will...
... I'm not...
... about...
... ere after picking my major...
... t year.

myself.

MD04
My parents are paying for all of my school. I don't have any financial aid or scholarships for the year.

MD22
The school sometimes sends me a bill like this, but I don't usually open it, I just send it to my parents...

MD09
I do my homework in the student learning center at the library.

MD35
This is my assignment pad, I use it for keeping track of homework. Like, this is what I have to do for tomorrow (shows) but I haven't started any of it yet.

MD02

MD47
Yea, it's hard, because there's so much pressure on you. I mean, like, it's just pressure all the time, and everyone else seems like they have it figured out...

MD...
I have...
dis...
pas...
ser...
tha...

Leveraging the Data



MD01

I'm addicted to technology. I'm on it 24/7. I try not to be on this stuff too much. I want to be able to do things that are not on the computer.

She's worried about how technology is diminishing her human to human relationships.

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She seems to be following a "script" of life events.

I wanted to do [before

my major.

myself.

year.

MD04

My parents have shielded me from financial responsibilities. I don't have to worry about money. I don't have to work. I don't have to be responsible for anything.

Her parents have shielded her from financial responsibilities.

MD09

I do my homework in the student learning center at the library.

MD35

She's aware of good study practices, but doesn't follow them.

MD02

She feels overwhelmed with pressure to succeed.

pas
ser
tha

Leveraging the Data



She seems to be following a “script” of life events.

This pattern name is not a superficial factual container (“Tools” or “People” or “Places”) – it is an observation of the human story of the group.

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ac4d

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