Syllabus
Design Anthropology

ANTH 4701/5110 | Dr. Christina Wasson | University of North Texas
Fall 2018 | W 6-8:50pm | Lang 104

Course Description

In recent years, ethnography has become popular with designers of products and technologies as a way of learning about the experience of the users. This research approach has been applied to such diverse problems as:
- How to design office environments that encourage groupwork and collaboration
- How to design websites that fit the "mental models" and usage patterns of their target audiences
- How to design museum exhibits that maximize the engagement between visitors and displays

"Design anthropology" is a significant field of employment for those who wish to work in applied anthropology as well as design. In this course, students learn the fundamentals of the field. By collaborating on an applied project, they gain practice in applied research methods and video ethnography. Since students come from a mix of anthropology, design, and other disciplinary backgrounds, they also learn to engage in cross-disciplinary collaboration. Furthermore, they gain experience in working with clients to translate research into practical applications. Methodology and practice are situated in theoretical contexts through weekly discussion of readings in design anthropology.

In fall 2018, the class project will be a study of driving behaviors for the Nissan Research Center – Silicon Valley. This research center focuses on the development of self-driving cars, also known as autonomous vehicles (AV). We will be working with the User Experience (UX) Team, which is headed by Melissa Cefkin, an anthropologist who has been working in the business/technology world for many years. Our main contact on the team will be Laura Cesafsky (https://www.linkedin.com/in/laura-cesafsky/).

This is the second class project my design anthropology class has done with the Nissan Research Center. The 2014 class also did a project on self-driving cars. See https://www.christinawasson.com/research#social-life for more information.

Office Hours and Communication with Instructor

My office is Chilton 330D. My office hours are Wednesdays 3-5. I would also be happy to meet at other times. You can make an appointment by calling me at 940 565 2752, or emailing me at christina.wasson@unt.edu.

Online Course Resources

Google Drive
We will use a Google Drive as the online storage site for the class. We will not use Blackboard or Canvas. You will all log in using the same User ID and Password.
- User ID: untdesignanth2018@gmail.com
- Password: Will be shared in class
- Verification: You may be asked to receive a verification code on your phone when you log in for the first time. The phone number to provide is my own: 940 367 8874. Send me a text to get the code from me. Please put your name in the text so I know who it's from.

We will store all field notes and video recordings on the Google Drive. Keep in mind that ethnographic data are CONFIDENTIAL. Do not show them to anyone, or share the password with anyone. Maintaining confidentiality is a basic principle of ethics in anthropology. Our agreement with the UNT IRB is that the data will only be shared among students, myself, and our Nissan collaborators.

Email List
For communications outside of class meeting time, we will use an email list. The address is design-anth@unt.edu. Make sure you get the messages because important conversations will take place on email.

Required Readings

The reading assignments for each week are identified in the course schedule, below, and full article references are provided at the end of the syllabus. Readings are **not** optional. Students will be thoroughly tested on them.

Most readings are on the Google Drive, in a folder called Readings. A few readings are provided as links to URLs. Check the last section of the syllabus, "Full References for Readings."

Course Requirements

1. Teamwork and participation (20%).
One of the key skills of a practitioner in applied anthropology is the ability to work well as part of a team. In this class, you will be evaluated on your teamwork skills, including:
- Active and thoughtful participation in class discussions, both about class readings and about the class project
- Staying focused on the client's needs
- Good communication and collaboration with your research team
- Equal distribution of work among members of your research team
- Carrying out your responsibilities in a timely manner
- Good communication with the project leader/professor

Obviously, if you are absent you cannot contribute to discussions, so a high level of attendance is required for a good grade. If you have more than one unexcused absence, your grade will go down. If you miss the first class, you may be dismissed from class. If you miss two out of the first three classes, you may be dismissed from class.

Students are responsible for all materials and announcements presented in class, whether or not they were there. If you miss a day, you should first obtain class notes from a classmate. If you still have questions after that, you are welcome to contact me. Failure to stay current on all class material and assignments, regardless of attendance, will be cause for dismissal from class.

2. Two take-home essay quizzes (15% x 2).
These quizzes will test you on the readings. Instructions for each will be handed out two weeks before they are due.

3. Class project (50%).
The class project consists of a series of activities. Together these will add up to 50% of your course grade. For most of the activities, you will turn in several items. You will receive a grade when you have turned in all items for that activity.

Activity	Items Graded	Due Date	% of Grade
1. **IRB tutorial**	• IRB Completion Certificate	Sep 5	N/A (gateway assignment)
2. **Fieldwork (team grade)**	• All field notes uploaded to Google Drive • All video recordings uploaded to Google Drive • Presentation to rest of class	Oct 24	30%
3. **Deliverables (may be team grade)**	• Deliverable, e.g. user journey/opportunity map • Slides for client presentation • Verbal presentation (Dec 12)	Nov 21	20%

Plagiarism Policy

The department of anthropology considers graduate students to be new members of the community of professional anthropologists, who are thus held to the high ethical standards of practicing professionals. They are expected to follow the American Anthropological Association's code of ethics: "*In their capacity as researchers, anthropologists are subject to the ethical principles guiding all scientific and scholarly conduct. They must not plagiarize, nor fabricate or falsify evidence, or knowingly misrepresent information or its source*" (http://ethics.americananthro.org/category/statement/). Any work not meeting this standard will be evaluated in a hearing before the student; infractions will merit dismissal from the master's program.

For more information on paper writing, including how to avoid plagiarism, and how to use citations, see http://anthropology.unt.edu/resources-writingpaper.php. For information on the University's policies regarding academic integrity and dishonesty, see the UNT Center for Student Rights and Responsibilities, http://www.unt.edu/csrr/.

Non-Discrimination Policy

It is the policy of the University of North Texas not to discriminate on the basis of race, color, religion, sex, age, national origin, disability (where reasonable accommodations can be made), disabled veteran status or veteran of the Vietnam era status in its educational programs, activities, admissions or employment policies. In addition to complying with federal and state equal opportunity laws and regulations, the university through its diversity policy declares harassment based on individual differences (including sexual orientation) inconsistent with its mission and education goals. Direct questions and concerns to the Equal Opportunity Office, 940 565 2456, or the Dean of Students, 940 565 2648. TDD access is available through Relay Texas, 800 735 2989.

Anthropology does not discriminate on the basis of an individual's disability as required by the Americans with Disabilities Act. The program provides academic adjustments and aid to individuals with disabilities in its programs and activities. If you have a disability, you are strongly advised to contact the Office of Disability Accommodations (UU 318A) or by telephone at 940 565 4323. **It is the responsibility of the student to make the necessary arrangements with the instructors.**

Course Schedule

	Reading Topics and Assignments	Readings to Complete Before Class	Project Activities During Class
WEEK 1 Aug 29	Introduction and Course Objectives **Receive Instructions for IRB Online Tutorial**	N/A	Introduction to Project + Client Meeting
WEEK 2 Sep 5	Design Anthropology / Ethnography of Road Use **Completion Certificate Due for IRB Online Tutorial**	Wasson 2000 Cefkin 2016 Weber 2014	Choose Research Team Field Methods Training
WEEK 3 Sep 12	Design Anthropology / Road Use	Wasson 2002 Vinkhuyzen and Cefkin 2016 Casner et al. 2015	Finalize Methods for Each Road User Type Finalize Interview Guide
WEEK 4 Sep 19	Types of Road Users	Patton 2005 Vivanco 2013 Womack 2018	Field Notes Training
WEEK 5 Sep 26	Design Anthropology / Analysis Methods **Receive Quiz 1 Instructions**	Wasson and Squires 2012 Ryan and Bernard 2003	Training in Analysis
WEEK 6 Oct 3	Anthropology and the Politics of Design / Road Use	Verran and Christie 2014 Stayton et al. 2017	Teams 1 and 2 Present
WEEK 7 Oct 10	Road Use: From Micro to Macro **Quiz 1 Due**	Haddington and Rauniomaa 2015 Sheller 2004	Team 3 Presents
WEEK 8 Oct 17	Road Use: Ethnographic Case Studies	Bishara 2015 Sherouse 2018	Client Meeting Team 4 Presents
WEEK 9 Oct 24	Trends in Design Anthropology / User Research, UX, UCD	Yury 2015 Rattenbury and Nafus 2018 Baxter et al. 2015	Class Analyzes Data
WEEK 10 Oct 31	Cog Psych in Design and Its Critique **Receive Quiz 2 Instructions**	Norman 1988 Bannon 1991	Class Analyzes Data Prepare Deliverables and Presentation
WEEK 11 Nov 7	Participatory Design / Design Thinking	Gregory 2003 Brown 2008	Prepare Deliverables and Presentation Students Select Specific Parts of Deliverables

WEEK 12 Nov 14	**Quiz 2 Due**	N/A	Prepare Deliverables and Presentation
WEEK 13 Nov 21	**Deliverables and PPT Slides Due**	N/A	NO CLASS – THANKSGIVING
WEEK 14 Nov 28	**Revisions to Deliverables and PPT Slides Due**	N/A	Finalize Deliverables and Presentation
WEEK 15 Dec 5		N/A	Rehearse Presentation Send Deliverables to Client
FINALS Dec 12			**Client Presentation**

Full References for Readings

Bannon, Liam. 1991. From human factors to human actors: The role of psychology and human-computer interaction studies in system design. In *Design at work: Cooperative design of computer systems*, ed. Joan Greenbaum and Morton Kyng. Hillsdale, NU: Lawrence Erlbaum Associates, 25-44.

Baxter, Kathy, Catherine Courage and Kelly Caine. 2015. Introduction to user experience. In *Understanding your users (second edition): A practical guide to user research methods.* Amsterdam: Elsevier, 2-20.

Bishara, Amahl. 2015. Driving while Palestinian in Israel and the West Bank: The politics of disorientation and the routes of a subaltern knowledge. *American Ethnologist* 42(1):33-54.

Brown, Tim. 2008. Design thinking. *Harvard Business Review,* June:84-92.

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Cefkin, Melissa. 2016. Human-machine interactions and the coming age of autonomy. *Platypus: The CASTAC Blog*, 26 January 2016. http://blog.castac.org/2016/01/age-of-autonomy/

Gregory, Judith. 2003. Scandinavian approaches to participatory design. *International Journal of Engineering Education* 19(1):62-74.

Haddington, Pentti and Mirka Rauniomaa. 2014. Interaction between road users: Offering space in traffic. *Space and Culture* 17(2):176-190.

Norman, Donald. 1988. The psychopathology of everyday things. In *The design of everyday things*. Cambridge: MIT Press, 1-33.

Patton, Jason W. 2005. Multiple worlds on Oakland's streets: Social practice and the built environment. *Visual Anthropology Review* 20(2):36-56.

Rattenbury, Tye and Dawn Nafus. 2018. Data science and ethnography: What's our common ground, and why does it matter? *EPIC Blog*, 7 March 2018. https://www.epicpeople.org/data-science-and-ethnography/.

Ryan, Gery W. and H. Russell Bernard. 2003. Techniques to identify themes. *Field Methods* 15(1):85-109.

Sheller, Mimi. 2004. Automotive emotions: Feeling the car. *Theory, Culture & Society* 21(4/5):221-242.

Sherouse, Perry Maxfiled Waldman. 2018. Where the sidewalk ends: Automobility and shame in Tbilisi, Georgia. *Cultural Anthropology* 33(3):444-472. https://culanth.org/articles/969-where-the-sidewalk-ends-automobility-and-shame-in.

Stayton, Erik, Melissa Cefkin and Jingyi Zhang. 2017. Autonomous individuals in autonomous vehicles: The multiple autonomies of self-driving cars. *Ethnographic Praxis in Industry Conference Proceedings* 2017:92-110.

Verran, Helen and Michael Christie. 2014. Postcolonial databasing? Subverting old appropriations, developing new associations. In *Subversion, conversion, development: Cross-cultural knowledge encounter and the politics of design*, ed. James Leach and Lee Wilson. Cambridge: The MIT Press, 57-77.

Vinkhuyzen, Erik and Melissa Cefkin. 2016. Developing socially acceptable autonomous vehicles. *Ethnographic Praxis in Industry Conference Proceedings* 2016: 522-534.

Vivanco, Luis A. 2013. Chapter 1: Anthropology, bicycles and urban mobility. In *Reconsidering the bicycle: An anthropological perspective on a new (old) thing*. New York: Routledge, 1-22.

Wasson, Christina. 2000. Ethnography in the field of design. *Human Organization* 59(4):377-388.

Wasson, Christina. 2002. Collaborative work: Integrating the roles of ethnographers and designers. In *Creating breakthrough ideas: The collaboration of anthropologists and designers in the product development industry*, ed. Susan Squires and Bryan Byrne. Westport: Bergin & Garvey, 71-90.

Wasson, Christina and Susan Squires. 2012. Localizing the global in the field of technology design. In *Applying anthropology in the global village*, ed. Christina Wasson, Mary Odell Butler and Jacqueline Copeland-Carson. Walnut Creek: Left Coast Press, 251-284.

Weber, Marc. 2014. Where To? A History of Autonomous Vehicles. *Computer History Museum,* 8 May 2014. www.computerhistory.org/atchm/where-to-a-history-of-autonomous-vehicles/.

Womack, Brian. 2018. Drive.ai's autonomous vehicles are drawing repeat users in Frisco. Take a ride with the DBJ. Dallas Business Journal, 10 August 2018. https://www.bizjournals.com/dallas/news/2018/08/10/drive-ais-autonomous-vehicles-are-drawing-repeat.html.

Yury, Carrie. 2015. Breaking it down: Integrating agile methods and ethnographic praxis. *EPIC Forum*, 4 August. https://www.epicpeople.org/breaking-it-down-integrating-agile-methods-and-ethnographic-praxis/.