

RESEARCH METHOD: 21. THE ANTHROPOLOGIST



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This method involves going out into the world to experience and observe. It is inspired by how anthropologists study behaviour and culture in a non-judgemental and holistic manner noting all the different details of how other people live. This is a great inspiration and an important tool when creating solutions to problems or learning about a specific challenge.

Materials needed: A notebook and a pen and/ or a smart phone with camera and a recorder or recording and photo equipment.

Time required: 45 minutes to half a day. Can be done as homework.

How?

1) Select and visit places relevant to the challenge you are dealing with (be sure to ask permission).

2) Use your senses to register as many details as possible and note: What does the place look like? How are people behaving and greeting you? Hang out and do some of the activities that the “locals” are doing.

3) Note your impressions and thoughts on a note pad, draw sketches of the surroundings and the people and objects or record impressions and thoughts on a cell phone.

4) Keep an open and non-judgemental mind while doing this activity!

5) Sort and analyse the information: what are the insights?

What's next: You could use Personas (method no. 29) to make insights more present and tangible.