

Program for SCACA international research panel session and symposium

13-15 October 2015, Halmstad University

More information on how to sign up for these different events will be sent out in August 2015. Questions about the content can be sent to Vaike.Fors@hh.se

13th October, 2015

Research panel session on digital qualitative research methodologies

As everyday life becomes digitalized and mediated by digital technologies, new opportunities and challenges for research arise. Media not only permeates social worlds beyond provider of content and for communication, it constitutes cultural and societal spheres in ways that generates social structures, coordinates societal change and generates new types of social and technological presence.

What are the implications of digitalization for qualitatively oriented research and researchers? How can we as researchers meet the demands, ethics, possibilities and constraints that the technological development brings with it, and how can we creatively and yet critically engage with digital technologies in our research? What are the consequences for designing digitalized social worlds and digital presence?

This session gathers an international panel of researchers who are in the forefront of researching and designing for digitalization. (the panellists will be confirmed in August, 2015). The research panel will start with position statements from the panellists who present cases that highlight critical issues when applying emerging digital methodologies. These short presentations are followed by a moderated open discussion.

Date: October 13, 2015, 1-3pm, with mingle after the session
Locale: Wigforss

This panel session is co-organized by SCACA and Dept. of Informatics, Halmstad University.

14-15 October 2015, Halmstad University

Preliminary program for the SCACA symposium

ETHNOGRAPHY AND ITS AUDIENCES

More information with presentation abstracts and how to sign up for the different sessions will be available in August 2015

Locale: The Halda room, in the building "Visionen"

This symposium will explore and interrogate new and emergent ways in which ethnographic practice is being used to address multiple audiences and stakeholders across academic, public and applied contexts. In a context where contemporary ethnography is seeking to be engaged and to have 'impact' in the world beyond academia, we will examine questions of: with what audiences is it being engaged; what working with external stakeholders means in contemporary research and intervention environments; the methods and media through which this is happening; and the implications of this. The discussions will be underpinned by examples of contemporary ethnographic practice, and the theoretical and methodological perspectives that support and emerge from them. Session 1 is public, while notification of participation in session 2, 3 and 4 is required.

Day 1: 14 October

10:00 – 12:00 Session 1 (public)

Welcome to Halmstad University (10 min) – *Thorsteinn Ragnvaldsson, pro Vice-Chancellor*

Introduction: This is not a workshop (10 min) - *Vaike Fors & Martin Berg*

Stakeholder Ethnography: knowing with research partners (15 min) – *Sarah Pink*

Multi-Targeted Ethnography (15 min) – *Tom O'Dell*

Practices of Future Making (15 min) – *Wendy Gunn*

Panel discussion (30 min) – *chair Robert Willim*

Paths of Transition (15 min) – *Katarzyna Herd, Samantha Hyler & Chris Martin*

12:00 Lunch

12:45 Coffee and slide show presentation by PhD candidates Katarzyna Herd Samantha Hyler, Chris Martin

13:30 – 15:30 Session 2 (notification of participation required)

Translation and Collaboration in Digital Ethnographic Practice – *Heather Horst*

Audience in the transformative process of ethnography - *Elisenda Ardevol & Debora Lanzenzi*

Mind the Gap – the challenge of handing over ethnographic insights - *Mark Vacher*

Discussant: Magnus Bergquist, Halmstad University

15:00 – 15:30 Coffee

15:30 – 17:30 Session 3 (notification of participation required)

Museum Imaginaries - On Evocations of Possible Worlds - *Lotten Gustafsson Reinius & Robert Willim*

Audiencing and Tourist Ethnographies - *Soile Viejola*

Ethnographic evaluation of large-scale events: A matter of reframing purpose and remixing outcomes – *Annette Markham*

Discussant: Karin Becker, Stockholm University

Day 2: 15 October

10:00 – 12:00 Session 4 (notification of participation required)

Melancholic Design: on participatory futures made and in the making
– *Pelle Ehn*

Designing the invisible - Normcritical design and its audiences - *Anna Isaksson & Emma Börjesson*

Asking audiences to perform: shepherding the transformation of research to stakeholder action – *Brendon Clark*

Discussant: Yolande Strangers, RMIT University

Presentation of contributors:

Elisenda Ardévol is Associate Professor in Social Anthropology at the Department of Arts and Humanities, at the Universitat Oberta de Catalunya and director of mediacions Digital Culture Research Group at the Internet Interdisciplinary Institute in Barcelona. She has been Visiting Scholar at the Visual Anthropology Centre of the University of Southern California and EU Centre Visiting Fellow at the Digital Ethnography Centre at the RMIT, Melbourne. Her current research focuses on design, creativity and collaborative practices in digital technologies. Her publications include *Researching Media through Practices* (editor 2009) and (in Spanish) *Key debates* (2014); *A Gaze's Quest* (2006) and *Representation and Audiovisual Culture in Contemporary Societies* (2004).

Martin Berg is senior lecturer in sociology and researcher at the Swedish centre for applied and social analysis (SCACA) at Halmstad University, Sweden. His research is mainly directed towards the mediatization of the body and everyday life, netnography, and the social dynamics involved in research collaborations between industry and academia.

Emma Börjesson is a project coordinator at Health Technology Centre at Halmstad University. She has extensive experience to identify, initiate and manage product development projects in health technology and to coordinate projects with different actors as researchers, healthcare staff and companies involved. She is currently involved in a research project which combines gender theory and norm critical design within the framework of gender equality work and work for change.

Brendon Clark is the studio director and a senior researcher at Interactive Institute Stockholm. He completed his PhD exploring the emerging field of design anthropology developing a framework for organizational negotiations at the front end of design research projects. His research interests lie at the intersection of anthropology, design, business & innovation and Participatory Design. He focuses on collaboration frameworks for involving multiple stakeholders in project initiatives and the implications for knowledge generation and knowledge transfer in praxis settings.

Pelle Ehn, is professor at the School of Arts and Communication, Malmö University, Sweden. He has for more than four decades been involved in the research field of participatory design and in bridging design and information technology. Research projects include DEMOS from the seventies on information technology and work place democracy, UTOPIA from the eighties on user participation and skill based design, ATELIER from the last decade on architecture and technology for creative environments, and during the last years Malmö Living Labs, on open design environments for social innovation. His, often collaborative, publications include *Computers and Democracy* (1987), *Work-Oriented Design of Computer Artifacts* (1988), *Manifesto for a Digital Bauhaus* (1998), and as one of the voices of *A.Telier Design Things* (2011). Later publications include *Agonistic participatory design (CoDesign)*, *Design Matters in Participatory Design* (International handbook on Participatory Design), *Design Things versus Design Thinking* (Design Issues), *Utopian Design* (Design and Anthropology), *What is the object of design (CHI)* and *Making Futures* (2014).

Vaïke Fors is senior lecturer in pedagogy and researcher at the Swedish centre for applied and social analysis (SCACA) at Halmstad University, Sweden. Her area of expertise lies in the fields of digital, visual and sensory ethnography, with a focus on pedagogical implications

of everyday media practices. Currently, she is involved in an international research project dealing with the social implications of digital body monitoring and life logging technologies. She is also part of an emerging project on processes of automation in collaboration with industry partners.

Wendy Gunn is Associate Professor of Design Anthropology, SDU Design Research, Mads Clausen Institute, University of Southern Denmark. Her current research interests include: social and material relations of making and building and practices of future making. Recent publications include *Design and Anthropology*, Ashgate 2012, with Jared Donovan and *Design Anthropology: Theory and Practice*, Bloomsbury 2013, with Ton Otto and Rachel Charlotte Smith.

Lotten Gustafsson Reinius is a researcher and curator, Associate professor of Ethnology and, since 2014, director of Museum of Ethnography in Stockholm. Her scholarly profile focuses on expressive culture, media materiality and popular imaginations. Recent research projects have dealt with issues of globalization and the history of collections and exhibitions of ethnography. Curatorial work includes permanent exhibitions such as *The Storage* at Museum of Ethnography and travelling exhibitions such as *Traces of Congo* and *Fetish Modernity*.

Katarzyna Herd is a PhD candidate in Ethnology at Lund University within the Swedish National Graduate School of History. Her research project concentrates on constructing and performing history in a context of Swedish club football.

Heather Horst is Director, Research Partnerships in the College of Design and Social Context at RMIT University interested in digital media, technology and other forms of material culture. Her books examining these themes include *The Cell Phone*, *Hanging Out*, *Messing Around* and *Geeking Out*, *Digital Anthropology* and *Digital Ethnography*.

Samantha Hyler is a PhD Candidate at Lund University. She has a bachelor's degree in anthropology and a master's in applied cultural analysis. Her research explores the ways in which planners envision socially sustainable futures for cities.

Anna Isaksson is senior lecturer in sociology and researcher at the Swedish centre for applied and social analysis (SCACA) at Halmstad University, Sweden. Her current research focuses on the potential of combining gender theory and norm critical design within the framework of gender equality work and work for change. Recent research projects have also dealt with equality projects funded by EU and social and technical innovations in elderly care from a norm critical perspective.

Debora Lanzeni is Researcher at the IN3 (Internet Interdisciplinary Institute) at the Universitat Oberta de Catalunya and member of mediaccions Digital Culture Research Group. Her current research focuses upon understanding how digital technology and its processes of creation, imagination and production are being made in the context of Urban Labs. Her publications include "Digital visualities and materialities: paths for an anthropological walk" (2014); "Technology and visions of the future: imagination in the process of digital creation from an ethnographic approach" (2014) and "Materiality and experience in the Smart Future-Present of urban design" in Pink, Ardévol and Lanzeni, *Digital Materiality: Anthropology and Design* (forthcoming).

Annette Markham (PhD, Communication, Purdue University 1998) is Associate Professor of Information Studies at Aarhus University and Affiliate Professor of Digital Ethics at the Loyola University-Chicago School of Communication. Her research focuses primarily on innovative qualitative methodologies for studying digitally saturated social contexts; ethics of social research and interaction design.

Christopher Martin is a PhD candidate in Ethnology in a joint position between Lund University and Halmstad University within the Swedish Center for Applied Cultural Analysis. His research focus is presently on how individuals experience driving and possible implications this could have on the introduction of autonomous drive vehicles.

Tom O'Dell is Professor in Ethnology at Lund University. He is also visiting professor at the Swedish Centre for Applied Cultural Analysis at Halmstad University. His main research areas are culture and economy, mobility and transnational cultural processes. He is also working with studies of applied methodologies and how concepts and methods travel between business, art and academia.

Sarah Pink is Professor of Design and Media Ethnography at RMIT University, Australia, where she is Director of the Digital Ethnography Research Centre. She is also Visiting Professor at the Swedish Centre for Applied Cultural Analysis at Halmstad University, and Visiting Professor across the Schools of Civil and Building Engineering and Design at Loughborough University, UK. She is Guest Professor at the Free University, Berlin. Her in press and recent books include *Digital Ethnography: principles and practice* (co-authored), *Screen Ecologies: art, media and climate change in the Asia Pacific* (co-authored), *Media, Anthropology and Public Engagement* (co-edited), *Doing Sensory Ethnography* (2015) and *Un/Certainty* (co-authored, 2015). Her non-book publications include the *Energy and Digital Living* web site (2014), and the documentary film *Laundry Lives* (co-Directed, 2015).

Mark Vacher, researcher at University of Copenhagen, is an anthropologist specialized in urbanity and urban conditions. He approaches the city from both an overall urban planning perspective, with major transformations in the context of de-industrialization of modern cities, to dense ethnographic analysis of homeliness and domestication of different types of housing. Vacher has conducted ethnographic fieldwork in Central- and Southern Europe, North Africa and Denmark. Furthermore he has done fieldwork on ferries in the Mediterranean Sea in studying the act of movement and mobility. His current research is directed towards transformations of urban space with a special focus on industrial complexes.

Soile Veijola is Professor of Cultural Studies of Tourism at the University of Lapland in Rovaniemi, Finland. Her background is in sociology and feminist theories. She has worked on ethical epistemologies of tourism studies, social production of knowledge, gender and embodiment, tourism as work, and the design of academic theses.

Robert Willim is cultural analyst & artist, Associate professor of Ethnology. His research deals with themes like digital culture, imagination and materiality, and his artworks are positioned close to his practices as a cultural analyst. Several of the works are about experiences of place and they often emanate from research questions.

