

IN 5000/9000

Putting things together

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Guri Verne,

Design of information systems group

Same methods - different methodologies



Design and research methods will often be the same:
observation, interview, workshop, focus group, photos, ...

However, aims and perspectives will be different

For example, different methodologies for designing with users:

User centered design (UCD) } Users **are** involved to a larger or lesser degree.
Participatory Design (PD)

Research through Design (RtD) Users **may** be involved

Some similarities and differences

PD has

- similarities with AR (they have the same roots (Mumford 2006))
- other similarities with ethnography
- yet other similarities with RtD

Paradigmatic differences

UCD can be positivist - PD will be critical or interpretive

Paradigms, methodologies and methods

paradigms

positivist

interpretive

critical

methodologies

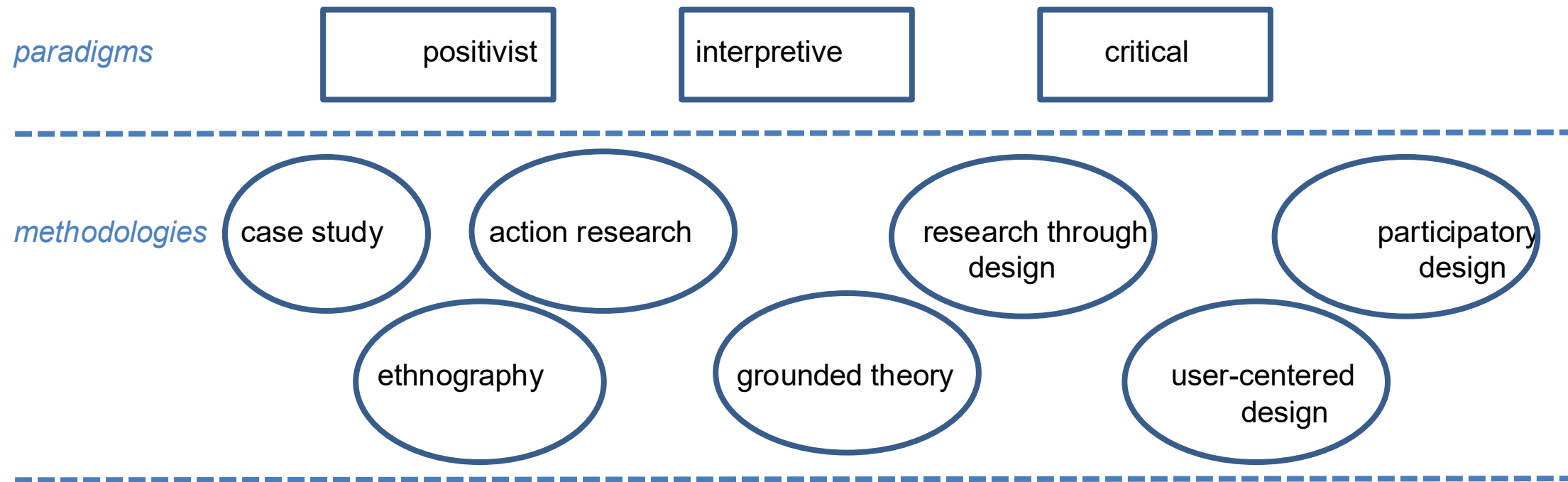
case study

action research

ethnography

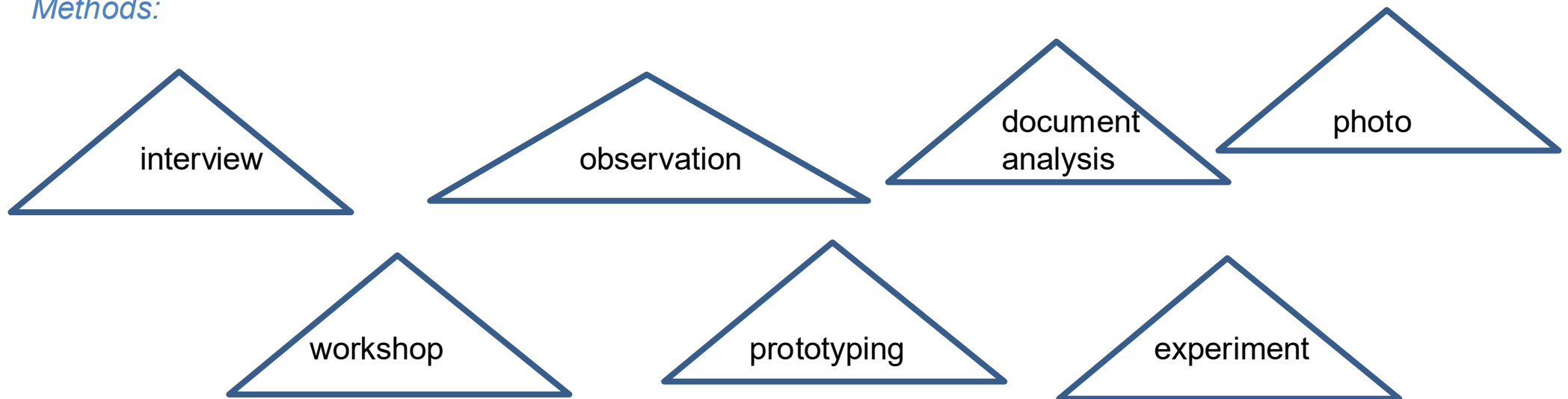
grounded theory

Paradigms, methodologies and methods

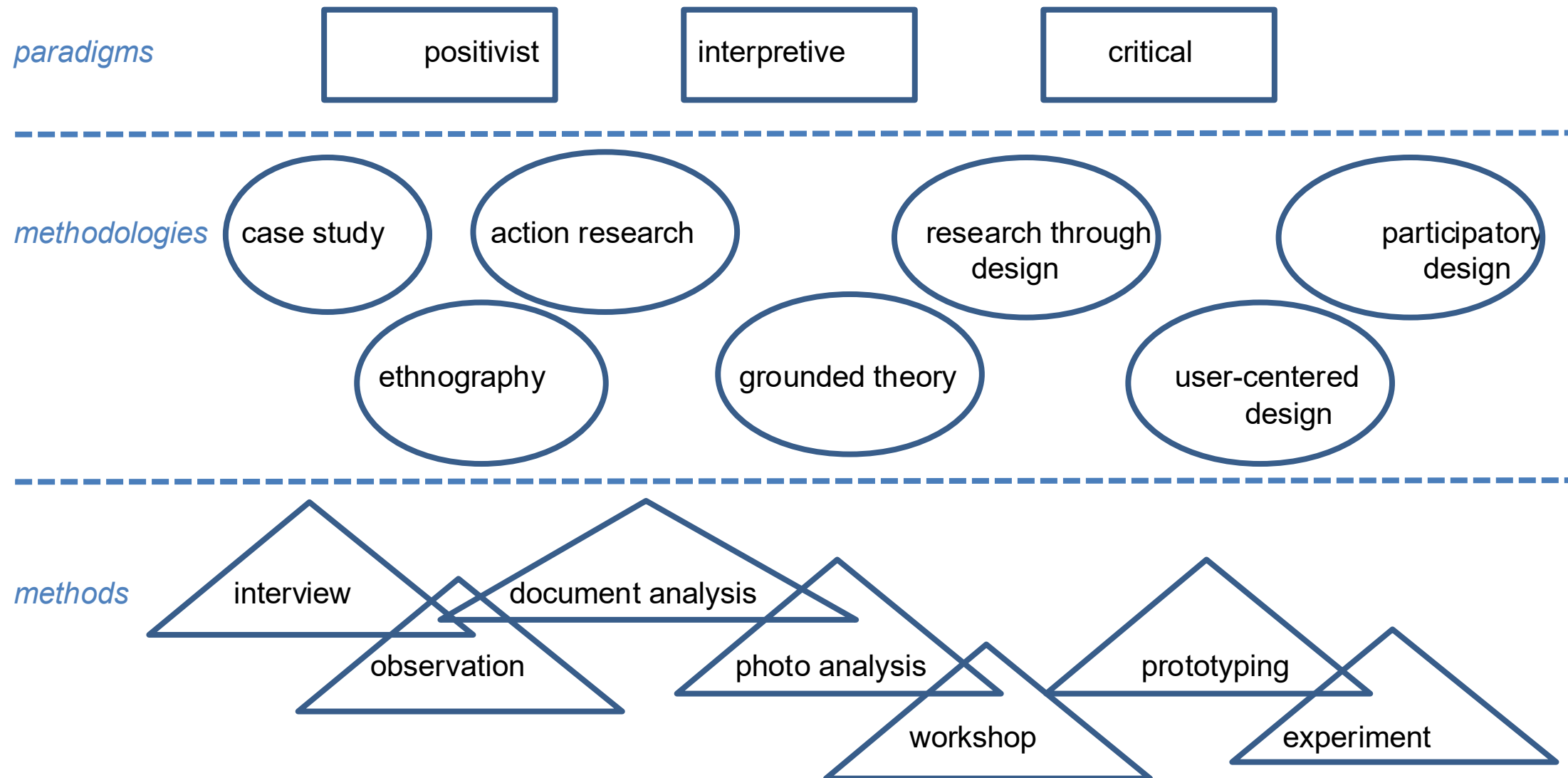


Paradigms, methodologies and methods

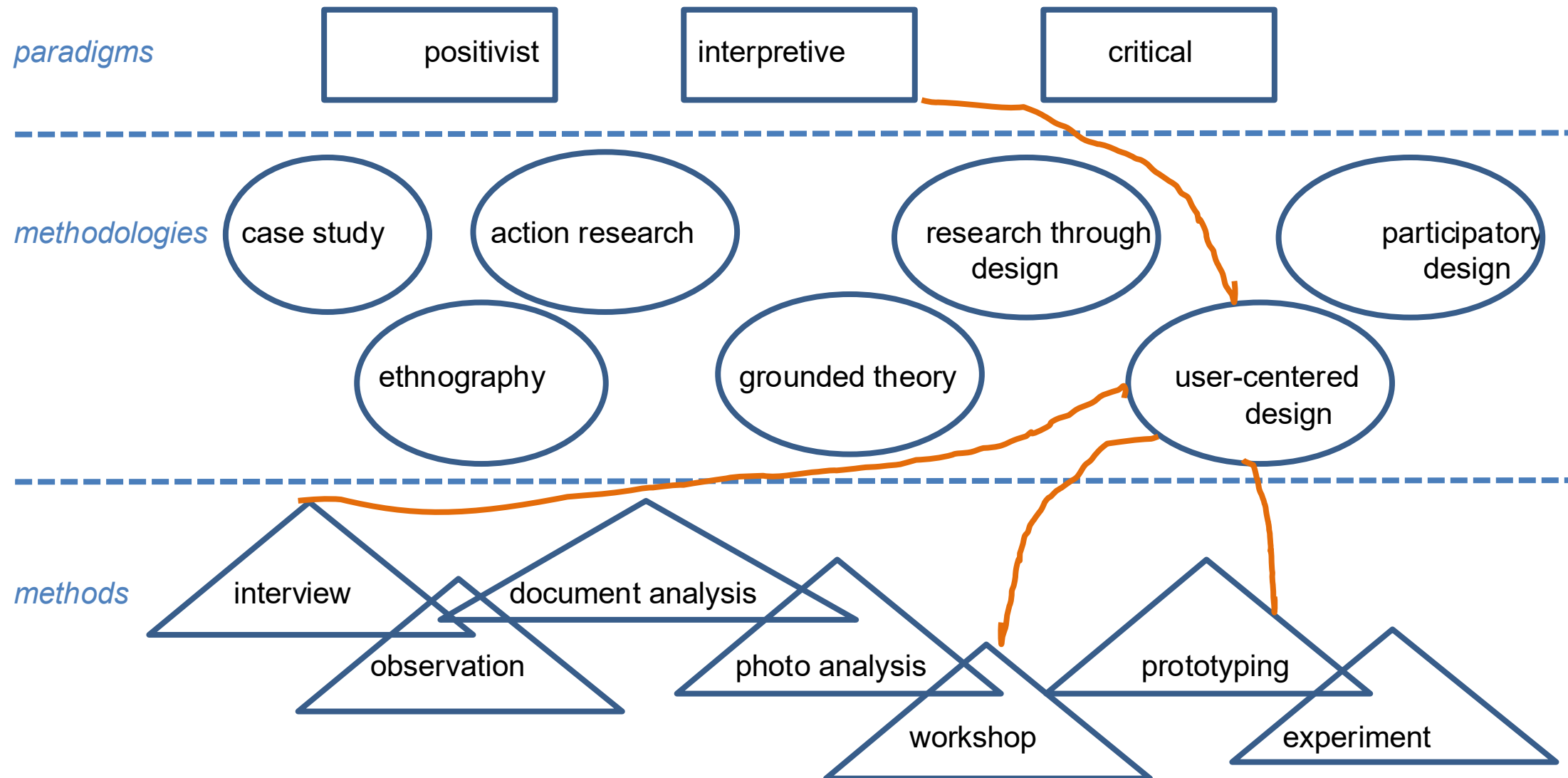
Methods:



Paradigms, methodologies and methods



Paradigms, methodologies and methods, example UCD



Some similarities and differences

PD has

- similarities with AR
- other similarities with ethnography
- other similarities with RtD

For example:

Case Studies have some similarities with Ethnography

What are the differences?

UCD can be positivist but PD will be critical or interpretive

.....

Putting methodologies and paradigms together



In classic positivist research, the reality is seen as objective, with an independent existence. The researchers' actions and choices are seen as independent from the views of the users or community members. So, the researcher owns the problem and also decides the view or meaning-making perspective.

These three questions help to clarify

- 1) whose meaning is represented
- 2) who owns the problem and



Within the interpretive paradigm differentiates methodologies:

- 3) who delineates the fieldwork

Discuss with your neighbour

How does this understanding of paradigms and methodologies make sense to you?

Where will you locate your own master work?

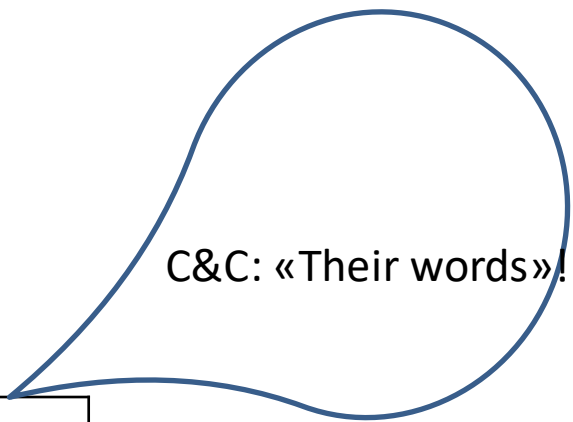
Research as knowledge production: Where does the understanding come from? (1)

Here is a conceptual framework for reflection:

Table 1. Questions that **differentiate between paradigms**:

1) Whose meaning is represented?

	<i>Researcher</i>	<i>User / client/community member</i>
<i>Whose meaning is represented?</i>	Positivist /critical	Interpretive /critical



C&C: «Their words»!

Research as knowledge production: Where does the understanding come from? (2)

For research that is **not positivist**:

Table 2. Questions that **differentiate between methodologies**:

2) who owns the problem?

	<i>Researcher</i>	<i>User / client/community member</i>
<i>Who owns the problem?</i>	-	Action Research, PD

RQ «negotiated»

Research as knowledge production: Where does the understanding come from? (3)

Table 3. Questions that differentiate between methodologies:

3) who delineates the research?

	<i>Researcher</i>	<i>User / client/community member</i>
<i>Who delineates?</i>	Case study	Ethnography (AR, PD)

immersion,
negotiation

Research as knowledge production: Where does the understanding come from? (4)

Putting the two previous tables together.

Table 4. Differentiating between methodologies

<i>Who owns the problem</i> <i>Whose meaning....</i>	<i>Researcher</i>	<i>User / client/community member</i>
<i>Researcher</i>	Positivist (e.g.case studies)	Positivist AR
<i>User / client / community member</i>	Interpretive (e.g.Case studies, UCD, RtD)	Interpretive Case studies, AR, PD, Ethnography

Research as knowledge production: Where does the understanding come from ? (5)

Table 5. For interpretive research, question: 2. who owns the problem?

differentiates also between the methodologies

Who owns the problem Who delineates	Researcher	User / client/community member
Researcher	Case study, RtD, UCD	AR, Case Study
User / client / community member	-	PD, Ethnography

An inter-subjective understanding developed together with the users is important in both PD and ethnography.

Examples:

What does PD and Ethnography have in common?

Table 2. For interpretive research, question: 3) who delineates the fieldwork?

3) differentiates between the methodologies.

<i>Who owns the problem Who delineates</i>	<i>Researcher</i>	<i>User / client/community member</i>
<i>Researcher</i>	Case study, RtD, UCD	AR, Case Study
<i>User / client / community member</i>	-	PD, Ethnography

An inter-subjective understanding developed together with the users is important in both PD and ethnography.

Examples:

What does PD and Ethnography have in common?

Table 2. For interpretive research, question: 3) who delineates the fieldwork?

3) differentiates between the methodologies.

<i>Who owns the problem Who delineates</i>	<i>Researcher</i>	<i>User / client/community member</i>
<i>Researcher</i>	Case study, RtD, UCD	AR, Case Study
<i>User / client / community member</i>	-	PD, Ethnography

An inter-subjective understanding developed together with the users is important in both PD and ethnography.

A framework for reflection

No quick and easy answers!

This framework / these questions can be helpful in

- reflecting on your own research
- describing your master work
- understanding others' work
- criticising others' work

Questions and comments, please!

About the exam