

Design anthropology

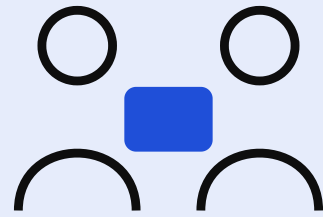
Joins anthropological research and design: anthropologists working in design teams to intervene and create with people, not just to observe them.

In Spanish

Antropología del diseño

Origin

Gunn, Otto and Smith (2013)



What problem it addresses

Classic ethnography describes; design changes things. This specialty tries to do both at once.

Principles

Collaborate

Research with people, not about them.

Intervene

Try out changes and study what they cause.

Co-create

People take part in shaping the solutions.

Applications in design

✓ Use it like this

Include the researcher in the team for the whole project, not just at the start.

✗ Avoid

Using anthropology just to add color to a presentation.

👁 Don't fall for it

Intervening also changes what you study: document it.

Connections

Related to

 Ethnography

 Generative tools

 Design research

Authors and works

2013	Wendy Gunn, Ton Otto and Rachel Charlotte Smith (Eds.)	Brought together the theory and practice of design anthropology, which moves from observing to intervening and co-creating.
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Sources

Academic reviews

- Gunn, W., Otto, T., & Smith, R. C. (Eds.) (2013). Design anthropology: Theory and practice. Bloomsbury Academic.

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