

# Research | Practice Practice | Research

TOROA TALKS - series 01 - 2019



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## TOROA TALK 1.1

The "problem" of practice in research.

## TOROA TALK 1.3

Approaches to practicebased research design.

## TOROA TALK 1.2

Eccentric researchers, quirky processes, and the issue of subjectivity.

## TOROA TALK 1.4

Practice in various research disciplines and their methodologies.

## $\mathsf{PRACTICE} \neq \mathsf{PRACTICE}$



- Practice-based Research
- Practice-led Research
- Creative Research
- Arts-based Research
- Practice-oriented Research
- Community-based Research
- Practical Research
- Participatory Action Research
- Intervention Research
- Clinical Research
- Experimental Research





Research in which the **professional and/or creative practices** (of art, design or architecture) play an **instrumental part** in an inquiry.

> Arts and Humanities Research Council (UK) Rust, Mottran and Till (2007, p. 11)



Research in which the corresponding **professional and/or creative practices** play an **instrumental part** in an inquiry.



#### EXAMPLE

Research *into* ethnic differences in health behaviour.

## EXAMPLE

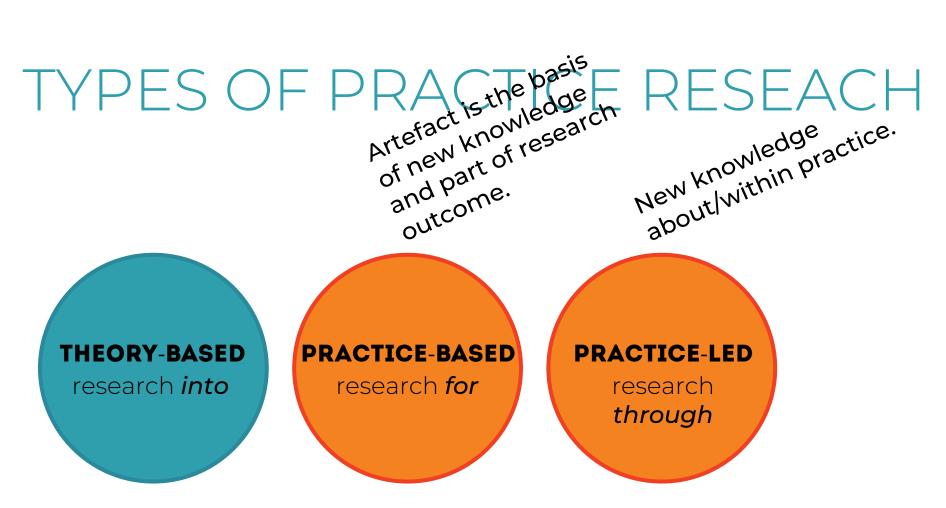
Research *for* the advancement of m-learning in remote communities.



## TYPES OF PRACTICE RESEACH

**Practice-based** research is an **original investigation** undertaken in order to gain new knowledge partly **by means of practice** and **the outcomes of that practice**.

Linda Candy (2006): *Practice-based Research: A Guide* (p. 1)



#### EXAMPLE

Research *into* ethnic differences in health behaviour.

### EXAMPLE

Research *for* the advancement of m-learning in remote communities.

## EXAMPLE

Research of usability criteria **through** design thinking. TOROA



## TYPES OF PRACTICE RESEACH

Practice-led research is concerned with the nature of practice [...]. The primary focus [...] is to advance knowledge about practice, or to advance knowledge within practice.

Linda Candy (2006): Practice-based Research: A Guide (p. 1)



#### EXAMPLE

Research *into* ethnic differences in health behaviour.

#### EXAMPLE

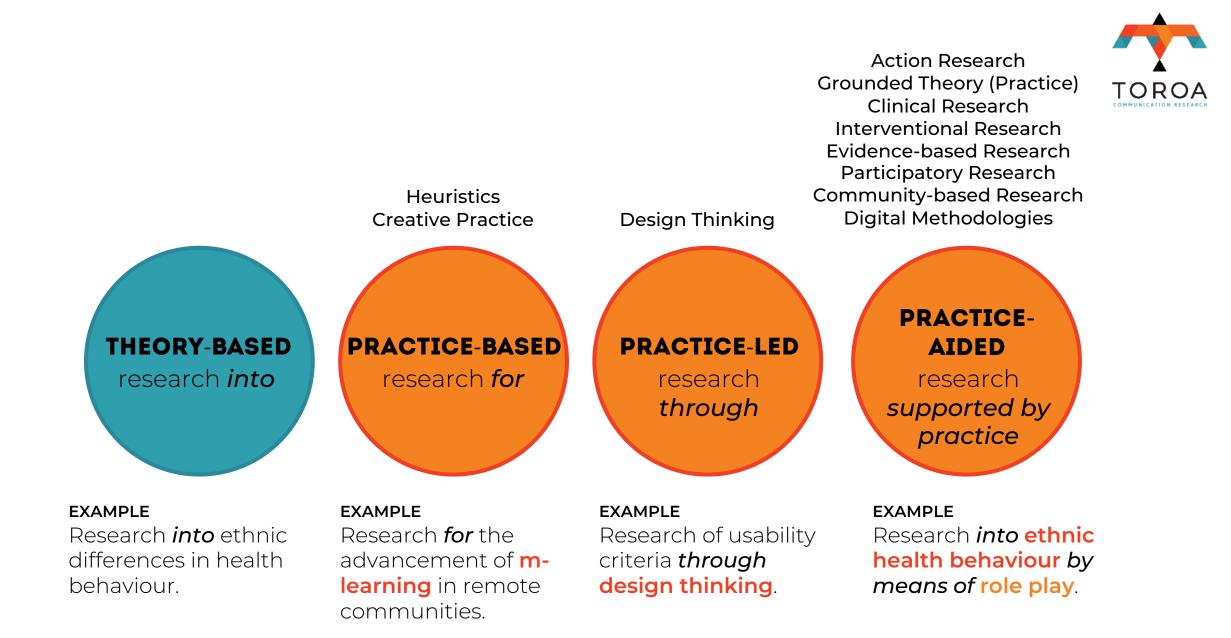
Research *for* the advancement of **m**-learning in remote communities.

### EXAMPLE

Research of usability criteria *through* **design thinking**.

## EXAMPLE

Research *into* ethnic health behaviour by means of role play.







## JOURNALISM Research *for* the deployment of VR in news reporting.

## PUBLIC RELATIONS

Research **for** global PR standard setting.

### DIGITAL COMMUNICATION

Research **for** the transfer of online magazines to tablet readers.

## **SCREEN PRODUCTION** Research *for* the

visual narration of authentic voice.

**VR News Report** 

## **Standards Definitions**

Tablet Magazine Formats Narrative Documentary





## JOURNALISM

Research of digital news verification *through* data mining.

## PUBLIC RELATIONS

Research of digital resilience *through* digital leadership in crisis management.

#### **DIGITAL COMMUNICATION**

Research of digital strategy development *through* design thinking.

Critical application, review and refinement of design thinking processes.

## SCREEN PRODUCTION

Research of authenticity of voice *through* dialogic film making.

Critical application, review and refinement of data mining practices. Critical application, review and refinement of digital leadership and crisis management practices. Critical application, review and refinement of dialogic film making practices.

## PRACTICE-AIDED research supported by practice



#### JOURNALISM

Research *into* digital journalism *by means of* participatory news production. PUBLIC RELATIONS

Research *into* digital media relations *by means of* stakeholder summits.

#### **DIGITAL COMMUNICATION**

Research *into* user engagement evaluation *by means of* 3D data mapping.

## Research focus: User Engagement Assessment Method: 3D Data Mapping

## SCREEN PRODUCTION Research *into* cinematic authenticity *by means of* shadow recording techniques.

Research focus: Digital Journalism Method: Participatory News Reporting Research focus: Digital Media Relations Method: Stakeholder Summits Research focus: Cinematic Authenticity Method: Shadow Recording Techniques



## THEORY-IN-ACTION

Theory is modified by practice, not just practice informed by theory.