

Research | Practice
Practice | Research

TOROA TALKS – series 01 – 2019



TOROA TALKS – series 01 – 2019

TOROA TALK 1.1

The “problem” of practice in research.

TOROA TALK 1.2

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

TOROA TALK 1.3

Approaches to practice-based research design.

TOROA TALK 1.4

Practice in various research disciplines and their methodologies.

PRACTICE ≠ 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.

TYPES OF PRACTICE RESEARCH

Artefact is the basis
of new knowledge
and part of research
outcome.

THEORY-BASED
research *into*

PRACTICE-BASED
research *for*

EXAMPLE

Research *into* ethnic differences in health behaviour.

EXAMPLE

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

TYPES OF PRACTICE RESEARCH



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)

TYPES OF PRACTICE RESEARCH

Artefact is the basis
of new knowledge
and part of research
outcome.

New knowledge
about/within practice.



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.

TYPES OF PRACTICE RESEARCH



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)

Artefact is the basis
of new knowledge
and part of research
outcome

New knowledge
about/within practice

Practice as a
tool



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**.

Action Research
Grounded Theory (Practice)
Clinical Research
Interventional Research
Evidence-based Research
Participatory Research
Community-based Research
Digital Methodologies

Heuristics
Creative Practice

Design Thinking



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**.

PRACTICE-BASED
research *for*

JOURNALISM

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

VR News Report

PUBLIC RELATIONS

Research *for* global PR standard setting.

Standards Definitions

DIGITAL COMMUNICATION

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

**Tablet Magazine
Formats**

SCREEN PRODUCTION

Research *for* the visual narration of authentic voice.

**Narrative
Documentary**

PRACTICE-LED

research
through

JOURNALISM

Research of digital news verification *through* data mining.

Critical application, review and refinement of **data mining practices**.

PUBLIC RELATIONS

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

Critical application, review and refinement of **digital leadership and crisis management practices**.

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 **dialogic film making practices**.

**PRACTICE-
AIDED**

research
*supported by
practice*

JOURNALISM

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

Research focus: Digital Journalism
Method: Participatory News Reporting

PUBLIC RELATIONS

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

Research focus: Digital Media Relations
Method: 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: Cinematic Authenticity
Method: Shadow Recording Techniques

THEORY-IN-ACTION

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