Research | Practice
Practice | Research

TOROA TALKS – series 01 – 2019

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TOROA
COMMUNICATION RESEARCH

TOROA TALK 1.1

The “problem” of practice in research.

TOROA TALK 1.2

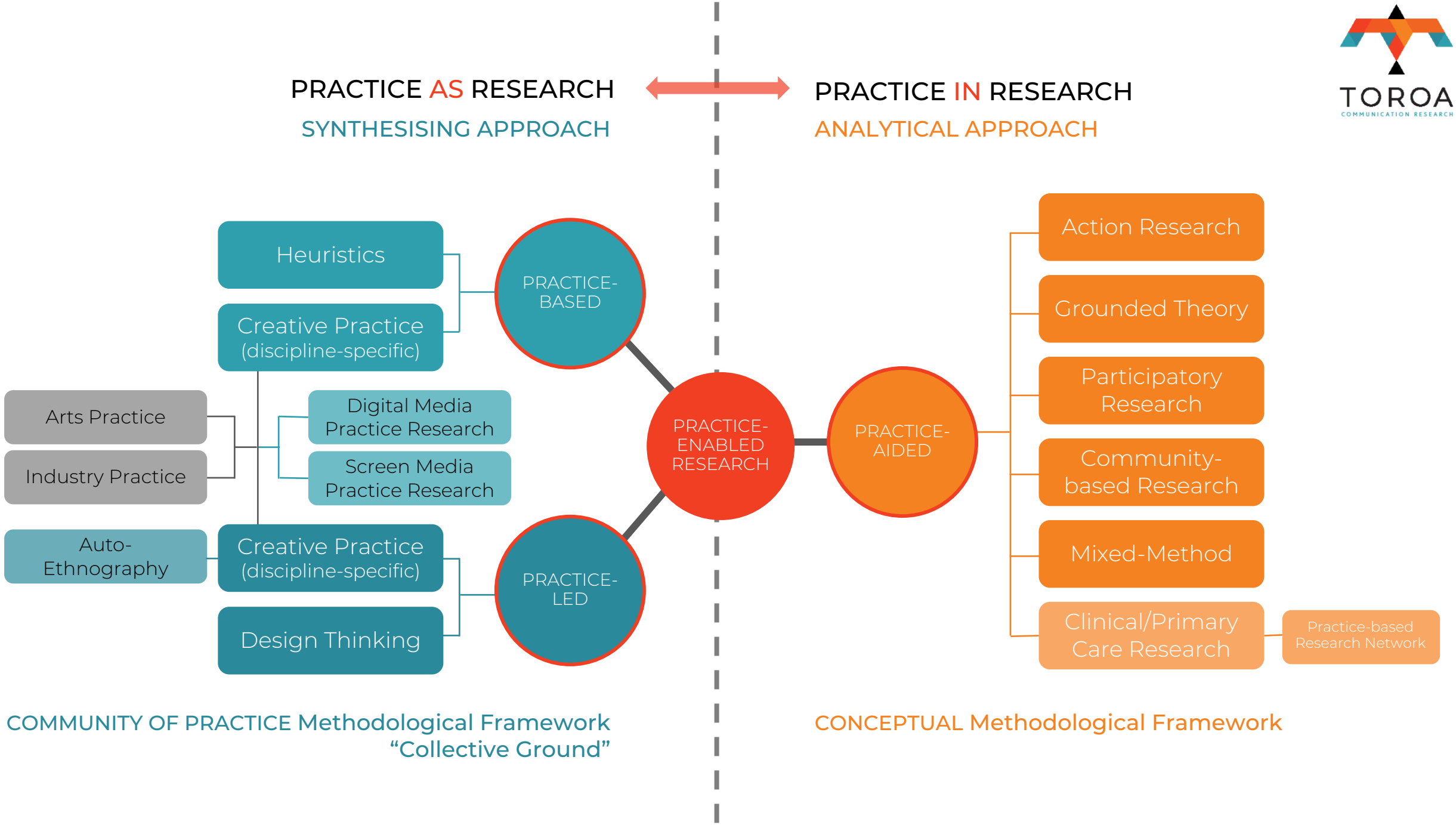
Eccentric researchers, quirky processes, and the issue of subjectivity.

TOROA TALK 1.3

Approaches to practice-based research design.

TOROA TALK 1.4

Practice in various research disciplines and their methodologies.


PRACTICE AS RESEARCH
SYNTHESISING APPROACH
PRACTICE IN RESEARCH
ANALYTICAL APPROACH
TOROA
COMMUNICATION RESEARCH
Heuristics
Creative Practice (discipline-specific)
PRACTICE-BASED
Arts Practice
Industry Practice
Digital Media Practice Research
Screen Media Practice Research
Auto-Ethnography
Creative Practice (discipline-specific)
Design Thinking
PRACTICE-LED
PRACTICE-ENABLED RESEARCH
PRACTICE-AIDED
Action Research
Grounded Theory
Participatory Research
Community-based Research
Mixed-Method
Clinical/Primary Care Research
Practice-based Research Network
COMMUNITY OF PRACTICE Methodological Framework
"Collective Ground"
CONCEPTUAL Methodological Framework

CREATIVE PRACTICE: 5-step process

TOROA
COMMUNICATION RESEARCH

PREPARATION

Information gathering
Problem definition

INFORMATION

INCUBATION

Step away and
let ideas develop
Contemplation

INTUITION

ILLUMINATION

Connect
foreknowledge
and ideas

INSIGHT

EVALUATION

Challenge, test
and appraise ideas

DECISION

IMPLEMENTATION

Turn ideas into
outcomes

SOLUTION

CREATIVE RESEARCH: Wallas' 4 steps

TOROA
COMMUNICATION RESEARCH

PREPARATION

Information gathering
Problem definition

INFORMATION

INCUBATION

Step away and
let ideas develop
Contemplation

INTUITION

ILLUMINATION

Connect
foreknowledge
and ideas

INSIGHT

VERIFICATION

Challenge, test
and appraise ideas

EVALUATION & VALIDATION

IMPLEMENTATION

Implementation
is not essential to
research

HEURISTIC INQUIRY

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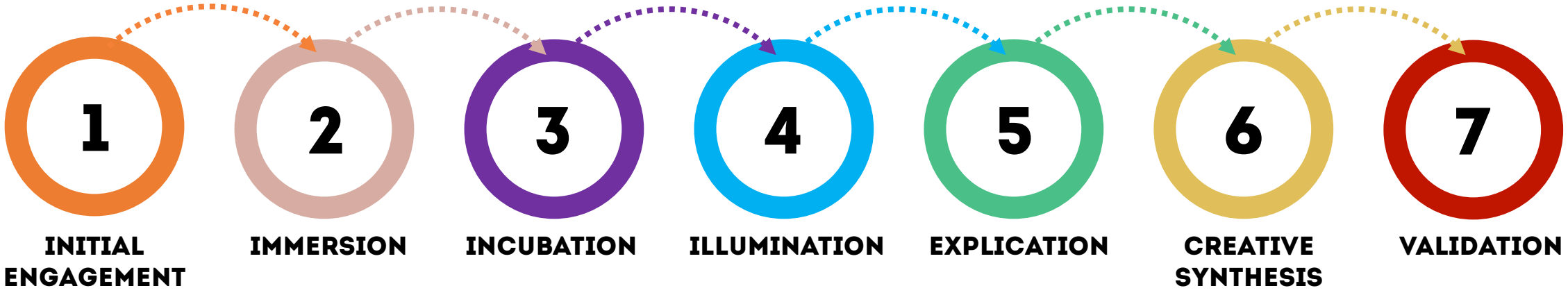
COMMUNICATION RESEARCH

Greek: to find, to **discover**

Uses **individual**, **personal knowledge** as a mode of inquiry.

Researcher needs to have a **direct personal encounter** with/experience of the research subject/phenomenon.

- **PERSONAL EXPERIENCE**
- **TACIT KNOWING**
- **KNOWING BY DOING**



HEURISTICS vs. 5-STEP PROCESS

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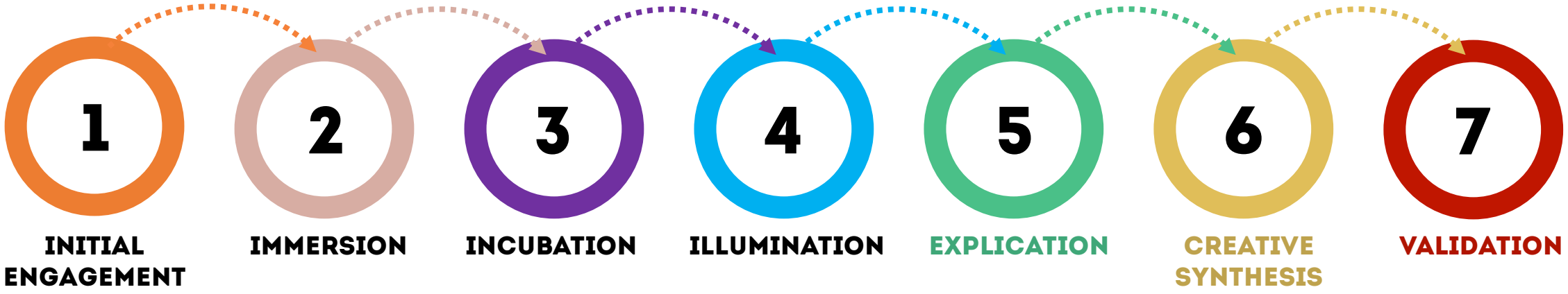
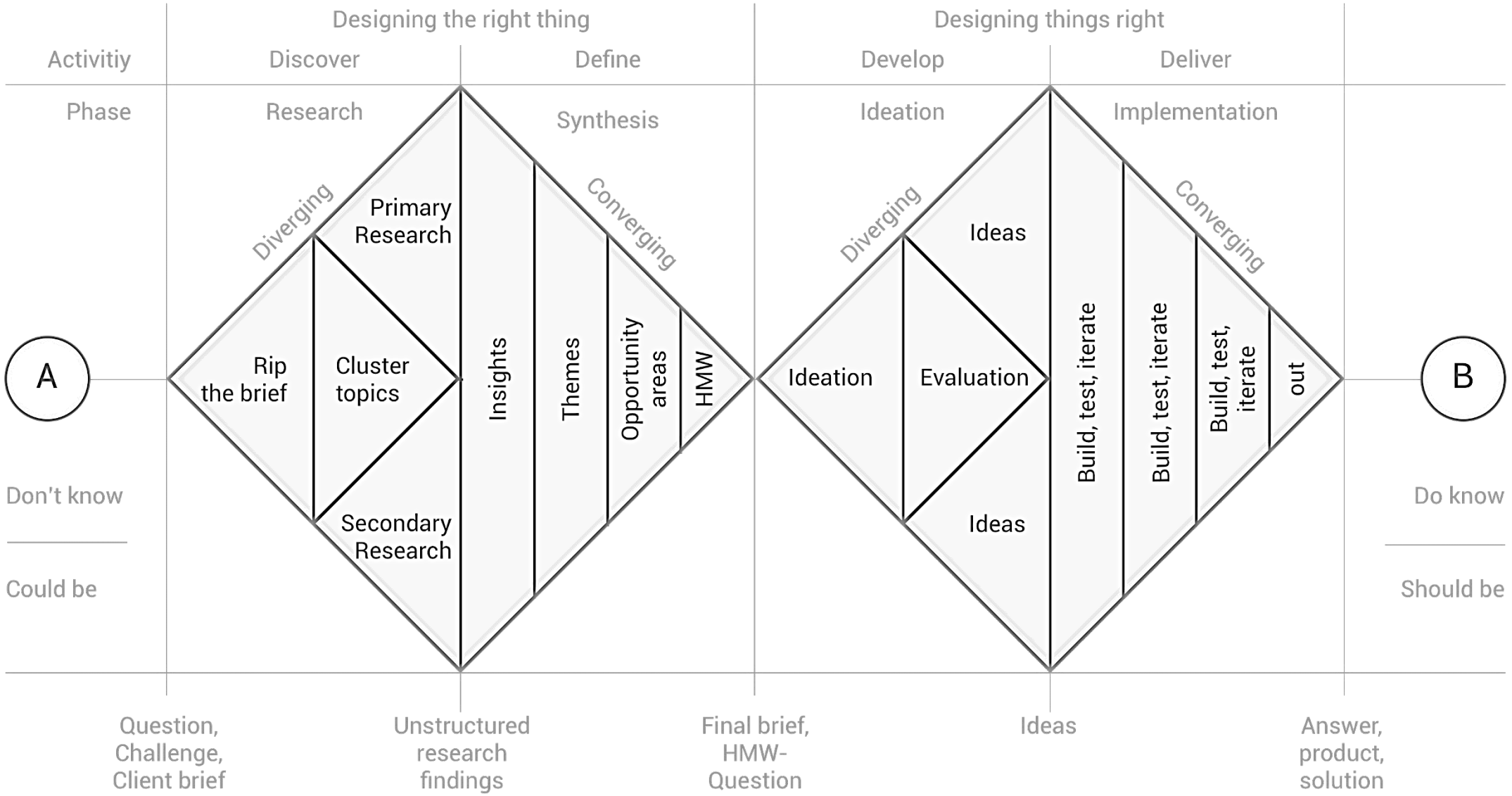
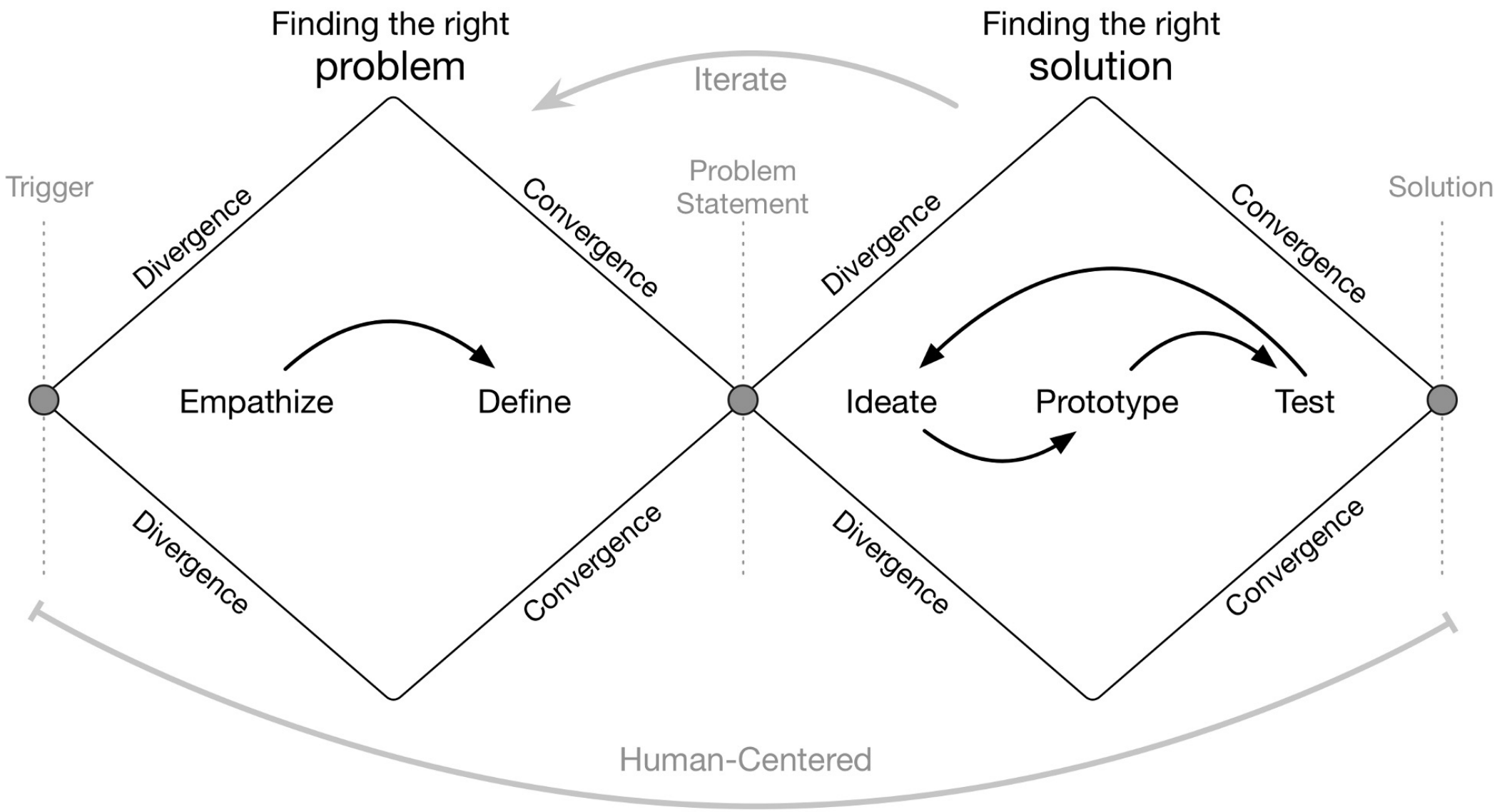


DESIGN THINKING in Practice



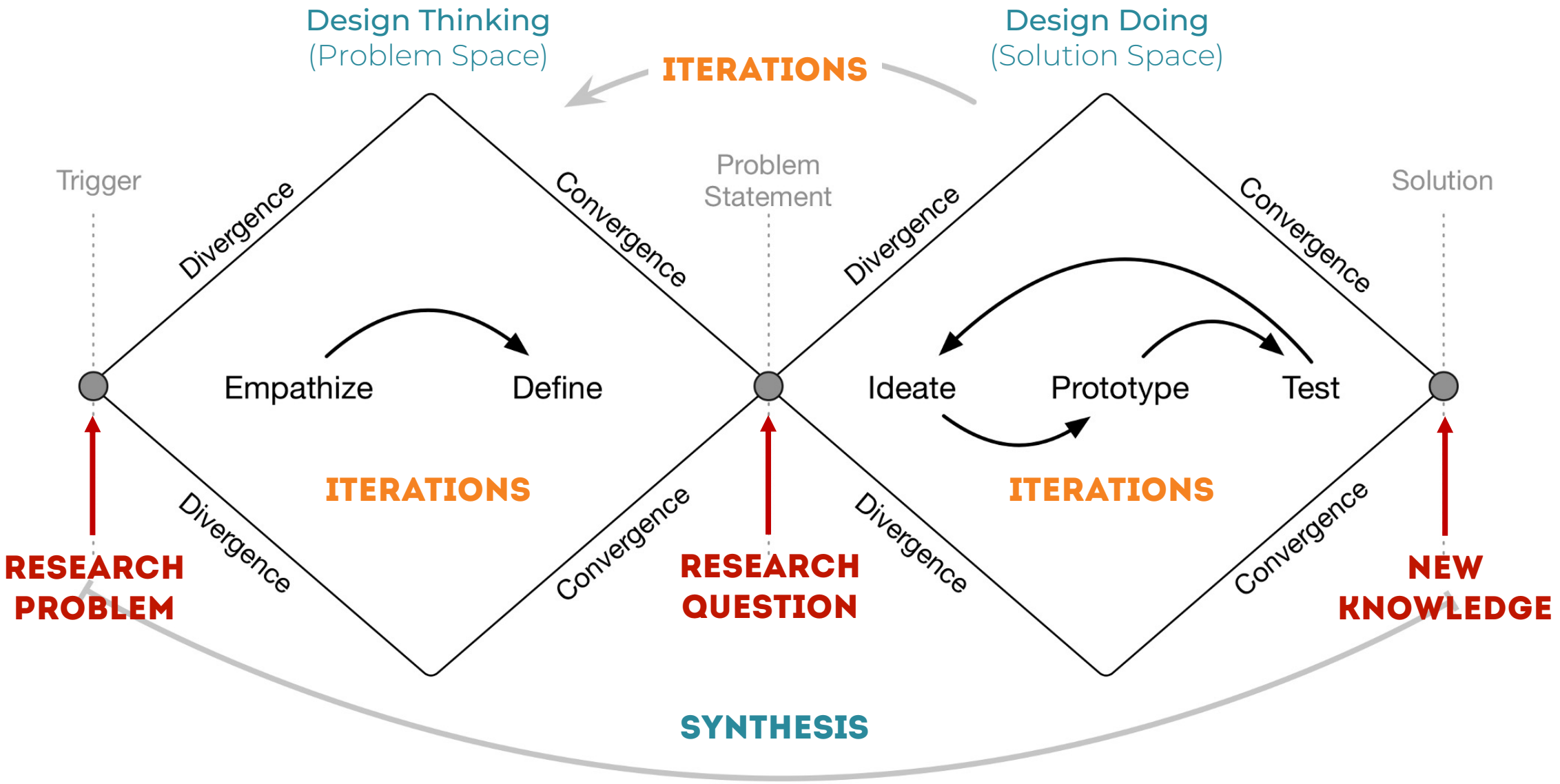
DESIGN THINKING in Practice

TOROA
COMMUNICATION RESEARCH



DESIGN THINKING in Research

TOROA
COMMUNICATION RESEARCH



DESIGN THINKING in Research

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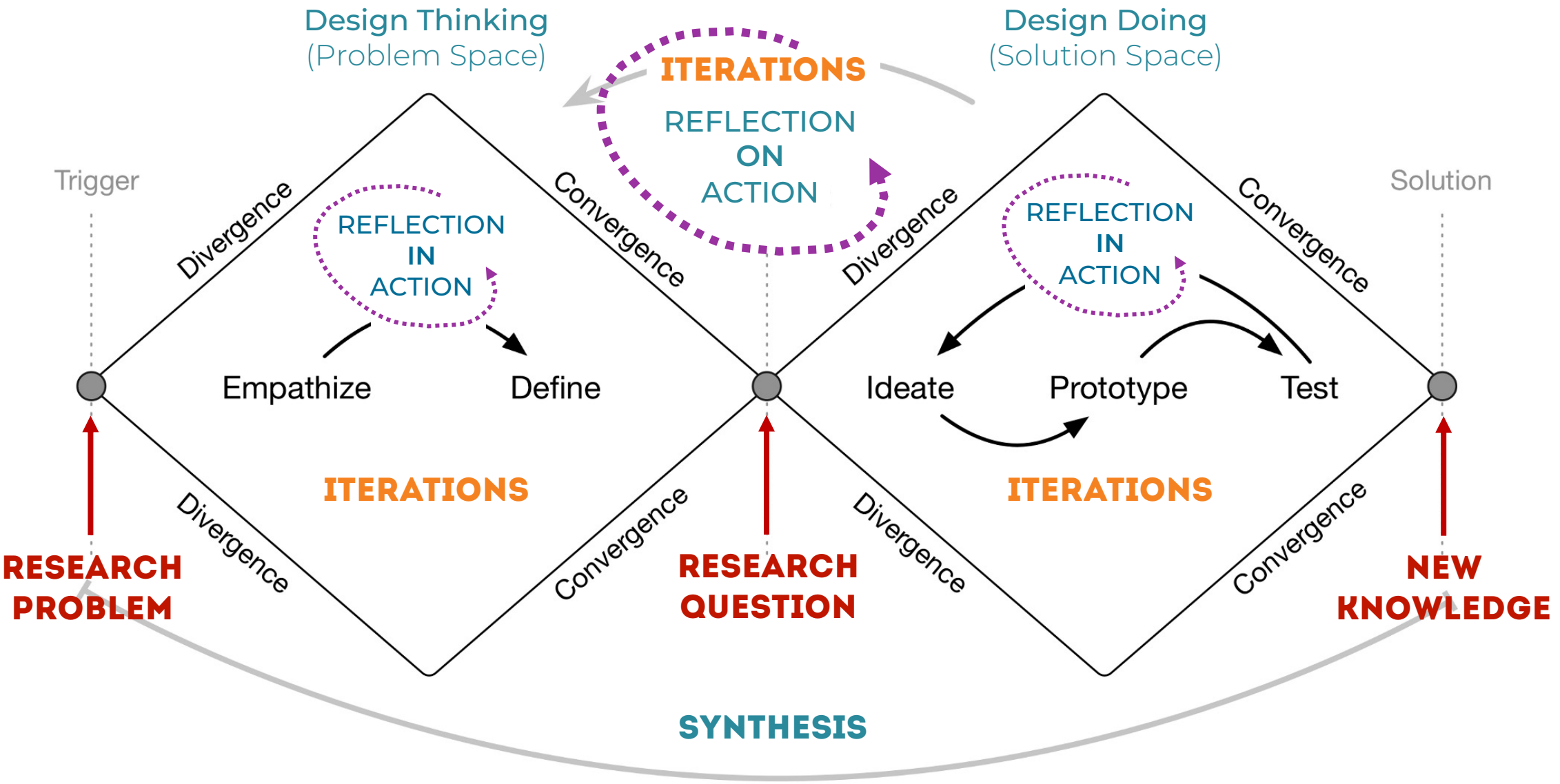
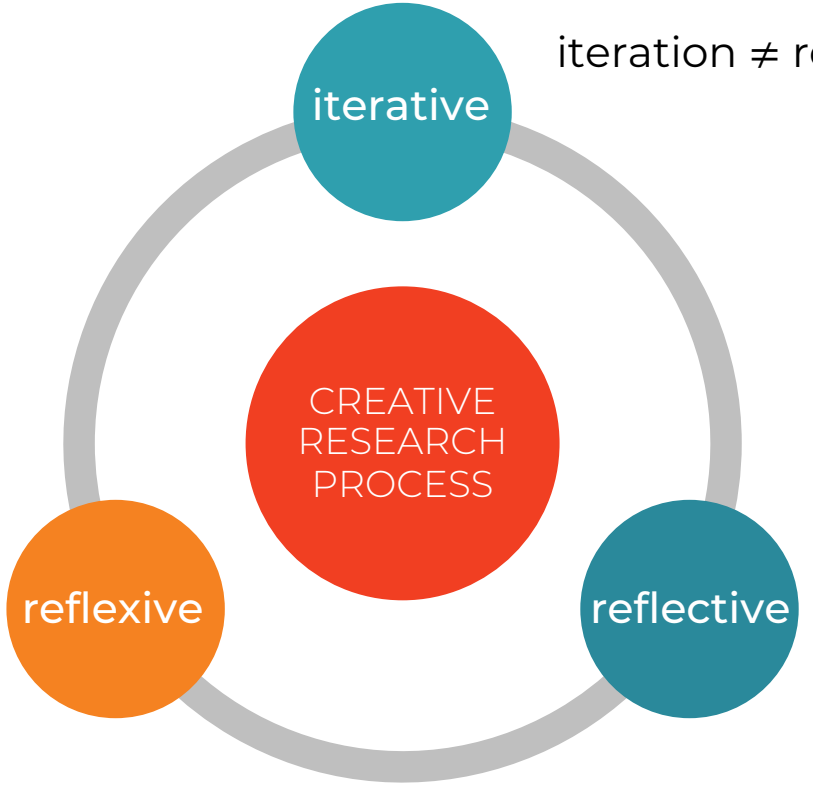
COMMUNICATION RESEARCH



CREATIVE PRACTICE in Research



iteration ≠ repetition

revise the problem
paradigmatic change
2nd order cybernetics

refine the outcome
project/research evolution

CREATIVE PRACTICE in Research

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COMMUNICATION RESEARCH

	REFLECTIVE	REFLEXIVE
RESEARCH QUESTION	defined at onset focussed and fairly definite	projected at onset emerges and evolves in the process
RESEARCH PERSPECTIVE	firm normative of research design	emergent inspires research design
MODE OF INQUIRY	evaluative	critical discovery
PROCESS	iterative with a focus on outcome	iterative with a focus on experience
OBJECTIVE	ideal outcome	new knowledge

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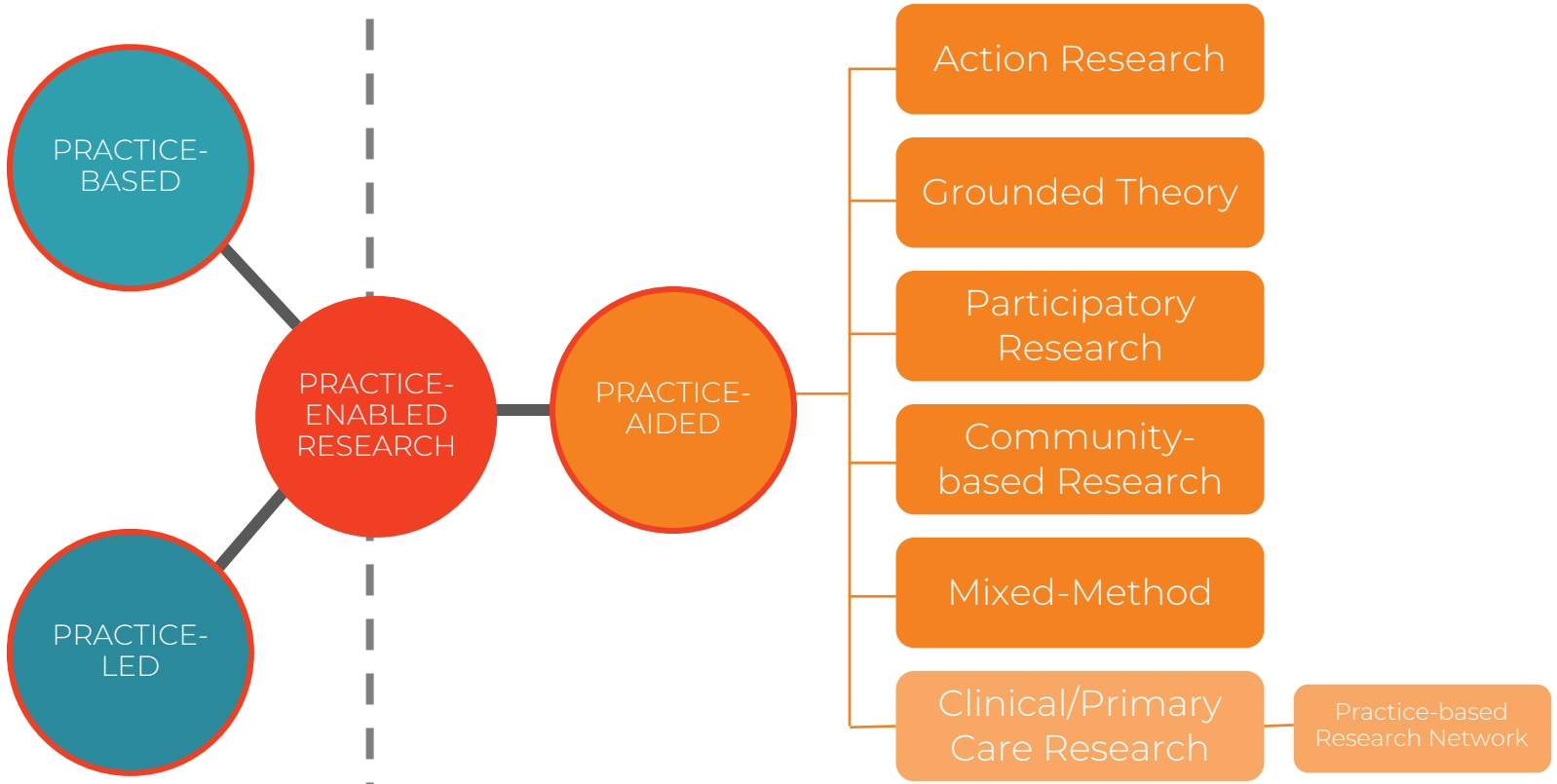
PRACTICE IN RESEARCH

ANALYTICAL APPROACH



CONCEPTUAL Methodological Framework

ACTION RESEARCH

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COMMUNICATION RESEARCH

“ … is a disciplined process of inquiry conducted **by and for** those taking the action. The primary reason for engaging in action research is to **assist the “actor”** in **improving** and/or refining his or her actions.

Sagar, R. (2000)

- **TRANSFORMATIVE**
- **CHANGE, OUTCOME, SOLUTION-ORIENTED**
- **PARTICIPATORY OR OBSERVATIONAL**
- **RESEARCH = ACTION + REFLECTION**
- **ITERATIVE (“CYCLE OF INQUIRY”)**

PARTICIPATORY RESEARCH

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> The core issue in participatory research is power… the **transformation of power structures** and relationships as well as the **empowerment** of oppressed people.
>
> Maquire, P. (1987)

- **SOCIAL TRANSFORMATION**
- **EMPOWERMENT-ORIENTED**
- **ACTIVELY INVOLVES STUDIED SUBJECTS**
- **"ANECDOTAL" AND LOCAL KNOWLEDGE AS DATA**
- **RICH NON-TEXTUAL DATA**
- **METHODS NOT PRESCRIBED**

COMMUNITY-BASED RESEARCH

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COMMUNICATION RESEARCH

> … is a **collaborative enterprise** between academic researchers and community members. It seeks to **democratize knowledge** by validating multiple sources of knowledge [...] for the purpose of achieving social change and **social justice**.
>
> Strand, K. et al. (2003)

- **TRANSFORMATIVE**
- **LIFE IN SOCIETY/COMMUNITY DEVELOPMENT**
- **SOCIAL JUSTICE/EQUALITY**
- **"PROTAGONIST-DRIVEN ETHNOGRAPHY"**
- **RESEARCH PARTNERSHIPS**
- **INDIGENOUS WAYS OF KNOWING**

Forms of **ACTION RESEARCH**

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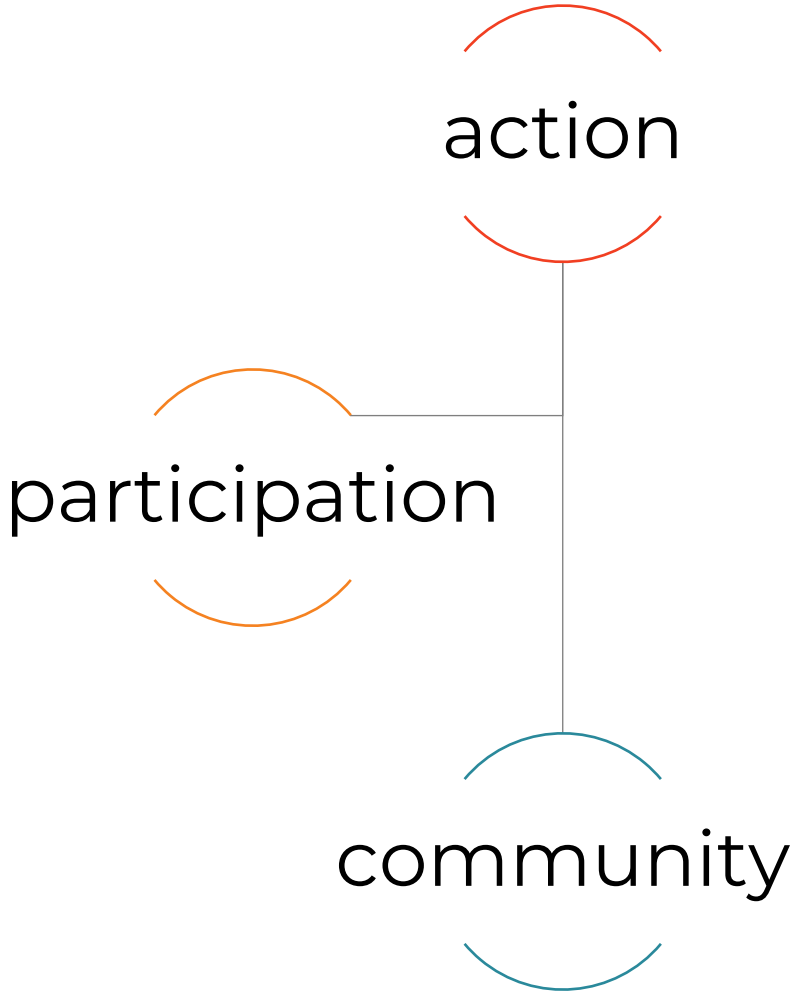
COMMUNICATION RESEARCH



TRANSFORMATIVE
(Health & Education)

SOCIOPOLITICAL EMPOWERMENT
(Activism)

INSTITUTIONALISED INEQUALITY
(Youths & Community Development)

GOUNDED THEORY

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> … provides a methodology to develop an understanding of social phenomena that is **not pre-formed** or pre-theoretically developed with existing theories and paradigms.
>
> Engward, H. (2013)

- **INDUCTIVE AND DEDUCTIVE**
- **"GROUNDING" = THEORY MUST BE EMBEDDED IN EMPIRICAL DATA**
- **"THEORETICAL" UNDERSTANDING DIRECTLY FROM DATA**
- **"THEORISE" NOT JUST DESCRIBE OR EXPLAIN**
- **"ALL IS DATA"**
- **RESEARCH DESIGN CAN RESPOND TO AND CHANGE WITH DATA**
- **FLEXIBLE BUT OFTEN OVER-COMPLEX**

PRACTICE AS RESEARCH

SYNTHESISING APPROACH

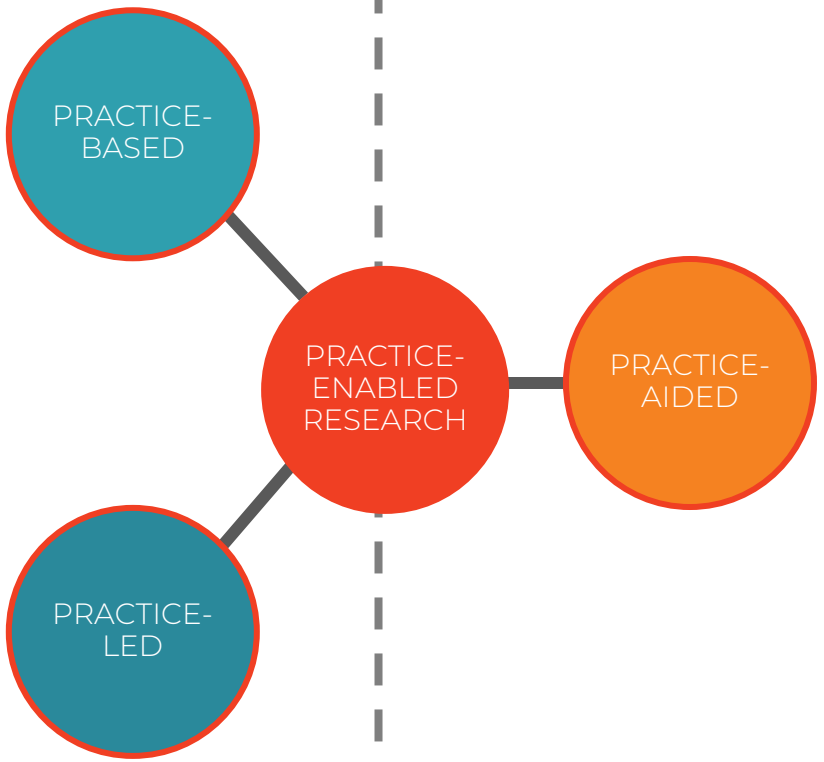
PRACTICE IN RESEARCH

ANALYTICAL APPROACH

TOROA
COMMUNICATION RESEARCH

CREATIVE RESEARCH

iterative
+
reflective
+
reflexive



iterative
+
reflective

ACTION RESEARCH

COMMUNITY OF PRACTICE Methodological Framework
"Collective Ground"

CONCEPTUAL Methodological Framework

MIXED-METHOD

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COMMUNICATION RESEARCH

MIXED = **varied paradigms** (not multiplicity of data types and/or methods)

{ synthesis ∈ analysis } ≠ { analysis ∈ synthesis }

The role of PRACTICE in RESEARCH

- as research concern — "PRACTICE-BASED RESEARCH"
- as a tool — "TRADITIONAL FORMAT" using action/participatory methods
- as the format of articulation — { UNDEFINED }

THEORY-IN-ACTION

WORK is modified by LIFE,
not just
LIFE informed by WORK.