UNDERCOVER IN THE KNOWLEDGE CHAIN
Using Ethnography To Anticipate Future Publishing Needs

Scholar One Manuscripts User Conference – Wednesday 3 March 2017
Imagine what’s next...

Modern Human is a boutique design practice and innovation consultancy that specialises in imagining disruptive new products, services and experiences then making them a reality.
GOOD GRIPS MEASURING JUG
by OXO
The 4 modes of human-centred design can be applied strategically to choreograph the user experience.
Shadowing is one of the key design research methods we use at Modern Human, because it allows us to observe real behaviour. By directly observing participants we are able to get a deeper understanding of their needs.
GO PRO SESSION
Wearable camera
Diary study

The aim of a diary study is to record experiences, thoughts and activities over a period of time. It brings you as close as possible to your participants without actually being there.
Other ethnographic research methods

- Contextual Interviews
- Expert interviews
- Direct experience
- Analogous experiences
- Guided tours
- Cultural probes
## What are we looking for?

<table>
<thead>
<tr>
<th>WORKAROUNDS</th>
<th>VALUES</th>
<th>INERTIA</th>
<th>SHOULD VS WANT</th>
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<tbody>
<tr>
<td>Quick, seemingly efficient solutions that address the symptoms of a problem not the root cause.</td>
<td>People’s values play an important role in their motivations. What do they value? What’s important to them? What’s not?</td>
<td>Situations in which customers act out of habit. How can you leverage or break that inertia?</td>
<td>The tension between things they crave in the moment and things they know are good for them. How can you help people move from where they are to where they want to be?</td>
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**FACTS**
Information that defines very specifically what has happened.

**REPORT**
Assess success of changes over time

**FINDINGS**
Information that defines patterns & trends in what has happened & can identify influencing factors.

**ACTION**
Implement incremental or major changes to what’s offered to customers and how.

**INSIGHTS**
Explains why something is or isn’t happening and inspires and directs new opportunities.

**STRATEGY**
Reinvent what is offered to customers and how.
A good insight is...

- Intuitive
- Not obvious
- Generative
- Sticky
Turning insights into models

A model is a visualisation of your data. After sharing your findings, your team will have a huge amount of unorganised data. Creating models to encapsulate your observations will help you to organise your information, and may also clarify complex patterns within your research data.
SUPPLY CHAIN
What I think about Open Access

Time researching rather than reviewing and publishing. I add a lot of images to my work, which is often just an extra chore; I want to spend my time on the research rather than on the publishing process.

What frustrates me about my publishing strategy in much detail. It is an intrusion on my research and it can take a long time. My approach is part of the thinking process rather than a strategic way of publishing.

My experiences of academia as a PostDoc researcher left me feeling that there should be a better way. The nature of academic employment is changing. There are more researchers than there used to be, and the pressure on them is more intense than it used to be. I want to set an example of how to deal with this environment again and will need to be incorporated into graduate training too.

What motivates me is the desire to learn and help others learn. Where I want to get to is a world where knowledge is shared freely and openly. I want to help early career researchers to navigate the academic landscape and to know that the pressure on them is more intense than it used to be. I want to continue to mentor and support them the best I can. "

http://modernhuman.co @modhuman
04_ New collaborator
The research pipeline
Research & publishing experience map

What academics do from genesis to publication of research

Categories & Pre-publication

- Identify gaps & research areas
- Search for research funding
- Develop ideas & research questions
- Create research plan

With the problems

- How do I communicate my work?
- Who is the audience?
- How do I choose the right publication channel?

Post-publication

- Submit to journals & conferences
- Selecting the most suitable journals
- Creating a personal website

Organization & configuration

- Develop your academic profile
- Develop a personal brand
- Develop your online presence

Social media engagement

- Use social media to promote your work
- Develop a personal website
- Develop a personal brand

- Develop your academic profile

WANTS TO EXPLORE HIS FIELD

- My approach to research
- My passion for my field
- My characteristics

168 ACTIONS

2 DISTINCT PROCESSES

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FRAMEWORK OF DISCIPLINE
PUBLISHING CULTURES
Alecia Carter: early career, group researcher

Research Group of 5 post docs and 2 PhD students

Day 2, Michaelmas Term

6:00
Coffee with friends

7:00
Emails

8:00
Investigating a journal she might publish in

9:00
Writing up comments on students and marking papers

10:00
Teaching a practical as cover for a colleague

11:00
No image available

12:00
No image available

13:00
Supervision of final year project

14:00
No image available

15:00
Seminar in the department

16:00
Pub with colleagues

17:00
Chat with a colleague about a new type of analysis

18:00
No image available

19:00
This is such a huge chunk out of my day

20:00
No image available

21:00
It's a really, really lovely group

Junior Research Fellow at Churchill, works at Zoology
Research Group of 5 post docs and 2 PhD students

“I wish academia was more like science. Science is so idealistic. I hate the spinning stories, networking and nepotism and all the stuff that goes with academia”
The 3 goals of academic reading

**TECHNICAL**
Find specific literature directly related to their current experiment or research project.

**POSITIONAL**
Find literature that supports an assertion or hypothesis to cite in a scholarly article or grant proposal.

**LANDSCAPE**
Keep up to date with the latest developments in their field for new ideas and the impact on their own research.
“Chemists are very satisfied with the available tools that allow them to search for articles, data, and other information, but they lack resources for maintaining awareness of the newest scholarship directly relevant to their interests, or for serendipitously discovering scholarship not previously understood to be related to their needs.”

Academics exhibit 4 tactics for keeping up with their field:

01_ Established, RSS-based
02_ Notification-based
03_ Person-based
04_ Round-robin reading
Moving to design

There comes a point in the process where you naturally transition from observing and understanding to using the insights and models you have identified to inspire ideas for design interventions.
The 4 modes of human-centred design can be applied strategically to choreograph the user experience.