THE NEW BLACK
WITH PHILIP NILSSON

ARTICLE
7 THINGS I LEARNED IN 10 DAYS OF ETHNOGRAPHIC RESEARCH

THE WEEK THAT WAS
FRIDAY TURKISH PUB
TEDXUMEA
Stay in the loop

A minute’s silence for student victims in Kenya

Umeå University supports the European University Association initiative to observe a minute’s silence on Monday 27 April at 12:00 in remembrance of the victims of the terrorist attack at Garissa University College in Kenya at the beginning of April. 147 people were killed and 79 were wounded in the attack.


CREDITS

Thanks for your contributions. Future articles & photos can be sent to wozzop@gmail.com by Friday evenings.

WE LOVE HEARING FROM YOU!

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Student Interview

Philip Nilsson (BA2)

10 words or less about yourself
Hummus connoisseur, accused hipster, choir boy, wristwatch-nerd.

Something most people don’t know about you
I can play two types of accordion.

An interesting fact from your country
If you are north of Luleå, you can enjoy the famous cocktail Pajala Sunrise. It consists of Swedish moonshine, one lingonberry (optional) and a slice of Falu sausage as garnish.

The New Black in BOOKS/MAGAZINES
Tove Jansson’s (more commonly known for the Moomin books) literature for the adult audience is definitely worth a read.

The New Black on the WEB
Imgur is my main source of procrastination.

The New Black in TV/MOVIES
While waiting for the next GoT episode, HBO’s Black Sails is a decent alternative.

The New Black in WEBSITES

Black Sails (HBO)
Pajala Sunrise with Falu sausage

Do you have any interesting websites, movies, or good reads that you’d like to share with the rest of the school? Send them to: wozzop@gmail.com

Thanks to Wozzop designer Justyna, our Twitter page gets a long awaited updated. Check it out @wozzop.
7 things I learned in 10 days of ethnographic research

By Martijn van den Broeck, @MartijnvdBroeck

As a student, I was always trying to understand people, however this is not my final goal. Part of a student project for Skype I got familiar with the basics of ethnographic research in just ten days. Here is what I learned:

1. **The Ordinary Person Does Not Exist**
   
   We started our ethnographic research by selecting general profiles which we expected to be interesting in relation to communication. We wanted to avoid casting the “ordinary” person.

   As we did our research with military, journalists, and travelers, we certainly got rich stories. However, we also realized that these were not necessary related to our expectations. We continued researching people we did not specifically cast.

   The richness we got out of them made me realize that the ordinary person does not exist. Every person carries unique and rich experiences, viewpoints, and stories.

2. **The Ordinary Day Does Not Exist**
   
   I expected that the looking for an ordinary day in their memory. Often people might look ordinary on a general level, but this is a sign you are not digging enough for that rich data.

3. **Make Them Tell Stories**
   
   I realized that people abstract their experiences in order to process them. I think that as an ethnographic researcher you are not looking for abstractions but for concrete situations instead. This will enable you to abstract more objectively. "How do people feel?", "Why do they act in a certain way?" and "How do they handle themselves" are just a few questions which can be answered through stories.

4. **Take Them Back to the Moment**
   
   In some of the interviews we used a journey mapping method in which we visualized a story chronologically with the participant. This method did not just give us a better idea of what happened, more importantly it helped the participants to recall their memory. We got a lot more rich data just because we took the participant back to the moment.

5. **Become Part of Their Moment**
   
   Ethnographic research is not just about what happened in the past. It is about getting into people’s minds and understanding their viewpoints. Many of the techniques I used relied on past experiences. Unfortunately, memories get vaguer over time and people have interpretations. I realized that some loss of this richness can be eliminated by becoming part of the moment. Doing field research and switching between participant and observer is key.

6. **Listening Versus Waiting to Talk**
   
   Interviewing people challenged my listening skills. The more I truly listened, the deeper I could dig in my follow up questions. This made me realize that there is a difference between listening and waiting to talk. In the first interviews I prepared questions and was mostly reading them out one after the other. I waited for the answers in order to ask my next questions. Once I got some more experience interviewing, I listened better and dug deeper.

7. **Try to Eliminate Expectations**
   
   Once we made the mistake to communicate the expectations of the session with our participant. The uncertainty to live up to it made him insecure. I think we made two mistakes here: having expectations and communicating expectations. Expectations influence interpretations which negatively affect objectivity. The fewer you expect, the more you are open for surprises as well.

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**Weekly TED Video**

Gary Haugen

The hidden reason for poverty the world needs to address now

Collective compassion has meant an overall decrease in global poverty since the 1980s, says civil rights lawyer Gary Haugen. Yet for all the world’s aid money, there’s a pervasive hidden problem keeping poverty alive. Haugen reveals the dark underlying cause we must recognize and act on now.

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**WOULD YOU LIKE TO BE UID WELCOME OFFICER 2015?**

The task of the Welcome Officer is to really make the new students feel welcome, both before coming to UID by keeping in touch with them during summer, and by taking part in planning and carrying out the welcome activities and Orientation course that is organized the week before the start of the autumn terms (25-29 August). You could manage most of these tasks digitally, but you need to be in Umeå for the last week of August.

The main task is to be available and supportive to the new UID students, from June 1 – August 31, by regularly checking and replying to questions they ask, both on the UID students/staff Facebook group and by e-mail. Examples could be questions regarding visas, housing, insurances etc.

You will also be the liaison for any questions or issues of very urgent and important nature that might arise on the new students’ side, and in case of emergency or urgency contact designated UID staff to inform and handle these issues.

You will be paid according to UID remuneration guidelines for students.

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If you are interested, contact staff administrator Pernilla Sandberg:

pernilla.sandberg@umu.se

090-786 62 01

Last day to apply is May 18
THE WEEK THAT WAS AND #LIFEATUID
Howest University College and BUDA::lab invite professionals, graduates, students and PhD-students from creative-technical disciplines who want to learn hands-on techniques and perfect their making skills. The summer school of making is an intensive experience – come and immerse yourself in the topics of design, prototyping, digital development and the internet of things.

Students who want to obtain 3 ECTS credits are more than welcome to work on an interdisciplinary social-cultural design challenge (19-21th of August) led by design & multimedia coaches. The overarching theme for the challenge in 2015 will be The Internet of Things.

http://summerschool.howest.be/program.aspx

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