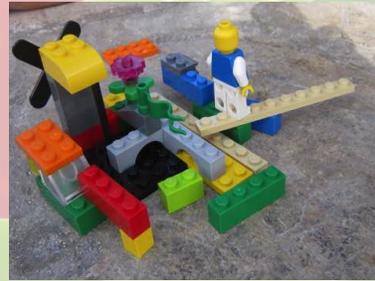
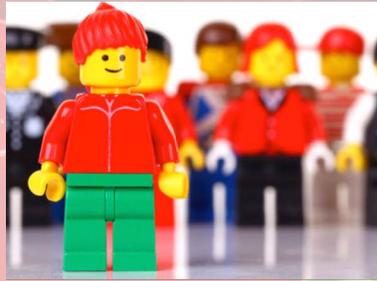


THE USE OF LEGO® AS A RESEARCH METHOD

RESEARCH PROJECT OF THE OFF THE BEATEN TRACK FIELD SCHOOL 2016

Expeditions, Research in Applied Anthropology
Aarhus University, Denmark
University of Leuven, Belgium



Inspired by LEGO SERIOUS PLAY method we are going to explore the use of LEGO bricks as a research method. The LEGO SERIOUS PLAY method itself stems from the LEGO Group, dating back to the 90's where the method was developed to meet a need for a dynamic process and strategy development. At the field school you will meet a modified version aiming to conduct interviews in a different way.

As ethnographic method the use of LEGO bricks has a lot of similarities with Participatory Rural Appraisal that is used within development work. PRA is method aiming at engaging communities in the identification of focus areas for the development work and is often used to create maps, show alliance within a village, farming cycles and scoring of crops. The overview maps and models are also created to overcome cultural, linguistic or other barriers to communication and are carried out with the materials that are at hand. At this workshop your nearby materials are a handful of colorful bricks. In the PRA literature it is highlighted that the use of participant-generated images encourage those participants to speak more authoritatively about their own lives and experiences, and for both PRA and the LEGO brick method the focus is on the participants - to let them build and interpret the models themselves.

There are very few academic examples of LEGO bricks being used as an ethnographic research tool (Lauren Leigh Hinthorne) and there is still a lot to discover, discuss and develop regarding this method. The aim of this project is to open up the research and conversation in a playful way: We introduce you to the interview form and then we will explore and discuss how a few bricks can provide a visual scaffold in an interview setting. Also we look into how we can find metaphors and stories in the small brick models. We also investigate the strengths and limitations of the method: When and where can it be used? What thresholds do you meet? On a more personal note - since qualitative research is a personalized skill - your preferred approach will differ from others and this requires some guided reflection.

Goals

- To explore with what is possible within the framework of a qualitative interview
- Sharpen your ears and eyes for metaphors and narratives in the field
- Experiment with what is the best way to collect, record and organize data from 3D-models
- To reflect on choice of method and use on both a practical and personal level

Leading researchers

Anne Toftelund Jensen (Aarhus University)
Sam Janssen (Expeditions)

Practical Information

This project is part of the Off The Beaten Track field school. Registrations can be done on our website.

Information about the workshop
Anne Toftelund Jensen
Aarhus University, Denmark
annetoftelund@gmail.com

Practical information about the project
Sam Janssen (program director)
Expeditions, Research in Applied Anthropology vzw
sam.janssen@xpeditions.be

Date

July 28, 2016 - August 16, 2016

LEGO® SERIOUS PLAY® is a trademark of the LEGO Group of companies which does not sponsor or authorize this workshop. None of the researchers are in any way affiliated with the Lego Group. One of the researchers has completed training in the LEGO SERIOUS PLAY methodology provided by Rasmussen Consulting.

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