

Lay IT Designers Orientation Frames of Speaking about their Design Experience - Insights into the Interview Analysis
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Digital Media influence more and more the ways we live, work, play etc. They become part of our everyday life, education and work environments. Digital Media, as opposed to traditional media, offer users opportunities to not only use them but to also construct, re-construct and design them.

However, the technology itself is still surrounded by myths, many people feel the necessity to know more but find no ways how to acquire more knowledge, while those who are experts in technology enjoy good job perspectives and rather high status.

Which role can the participation in IT construction processes play in the lives of lay people?

The dissertation wants to explore how lay designer experience IT design. Children and mid-aged women have been interviewed about their design experiences.

The methods used are narrative and problem-based interviews, they are analysed by using the "Dokumentarische Methode" (Bohnsack 2003, Nohl 2006).

As a methodology, it was designed by Karl Mannheim in the 1920s, and in the 1960s transformed by the ethnomethodology, esp. Harold Garfinkel.

First results of interview analysis will be presented and discussed.

The method of analysing interviews by Dokumentarische Methode will be described. 2 or 3 sample interview paragraphs will be handed out and asked to be interpreted in the group following the Dok. Meth. For these passages we will try to analyse the informant's underlying orientation frame. The relevance of finding these orientation frames will be discussed.

This unit will have more of a workshop taste than that of a presentation.