

# Experiments:

Experiment 1:

Expert interviews

Experiment 2:

Attempting ethnography

Experiment 3:

Ethnography take 2

Experiment 4:

What does a crowd see?

Experiment 5:

Embedding knowledge in VR

# What does an expert see?

- Expert **describes** the photo
- Expert **poses a question(s)** about the photo

**Stop Video** – Viewers **identify** things they **saw/observed/noticed** from photo

- Expert **describes what she saw** in the photo

# Ethnographic Observation:

- Novice **observes** the expert doing something in her natural habitat; takes notes
- Novice **meets** with expert to ask questions about what he observed
- Novice **analyzes, synthesizes** and **shares** with peers (and future peers)

# What does a crowd see?

- **Show** a relevant image to the audience
- Audience breaks into teams of no more than 4, and has 2 minutes to **write down issues identified** in the photo.
- Teams take turns reading all the issues they found, and **cross off** any **matching** (only items that no other team found are scored)