



**GUERRILLA
RESEARCH
TACTICS:**

**ALTERNATIVE
RESEARCH
METHODS**

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**THE
CHALLENGE
WE FACE AS
HDR
SUPERVISORS...**

**HOW TO
ENGAGE DESIGN
STUDENTS IN
RESEARCH?**



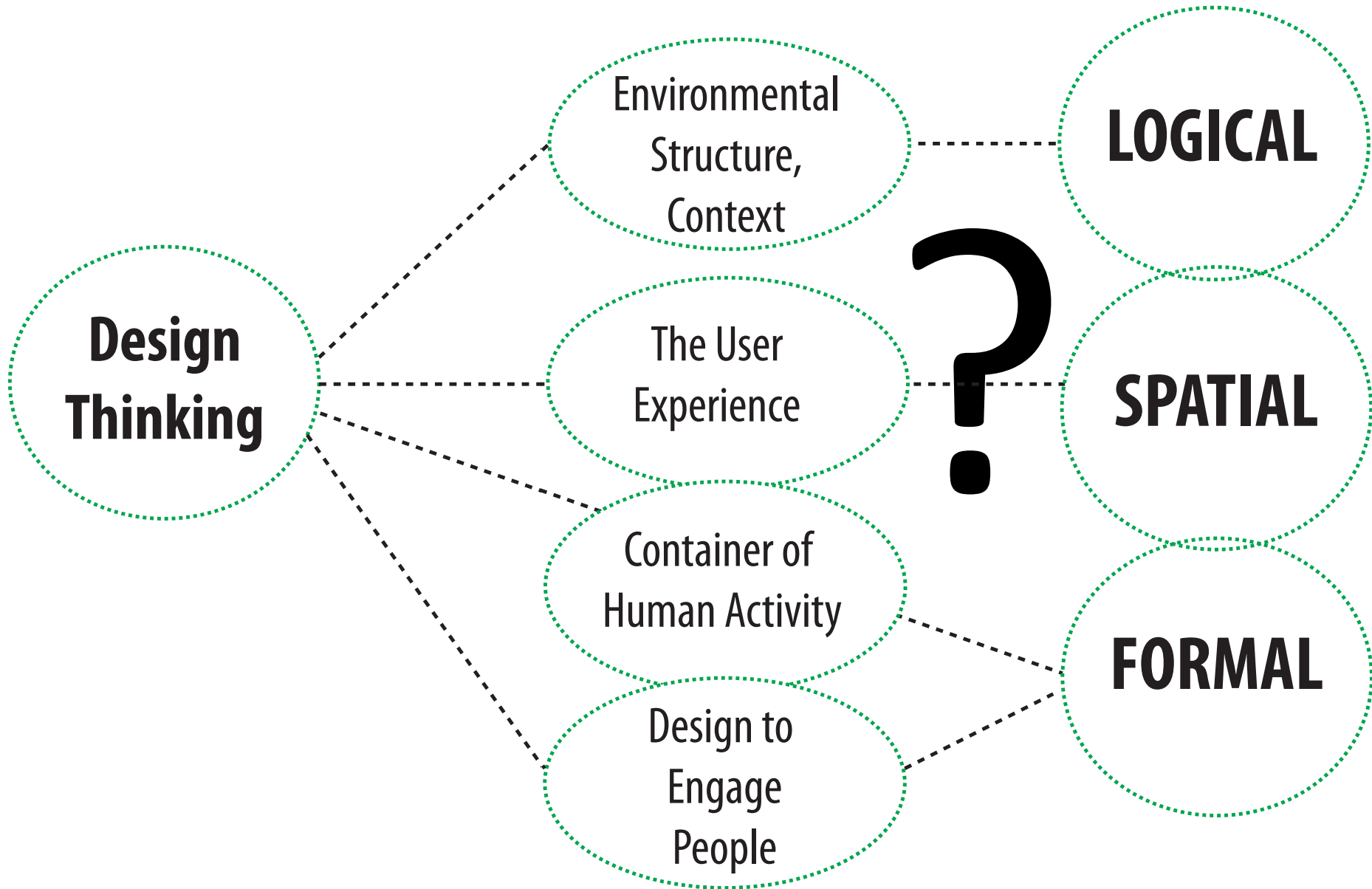
**THE
CHALLENGE
STUDENTS FACE
GATHERING
DATA...**

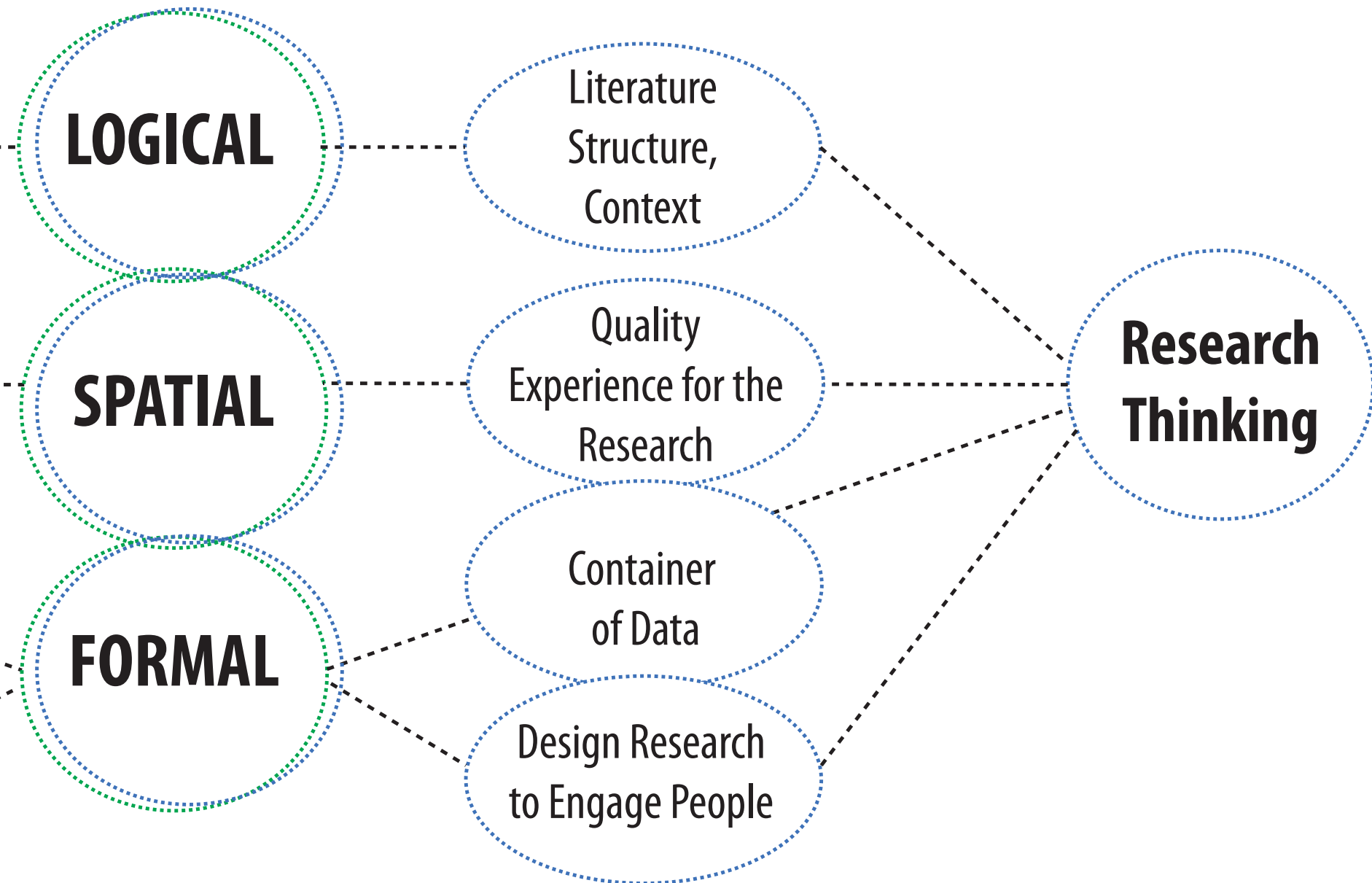
**HOW TO ENGAGE
PARTICIPANTS
IN
RESEARCH?**

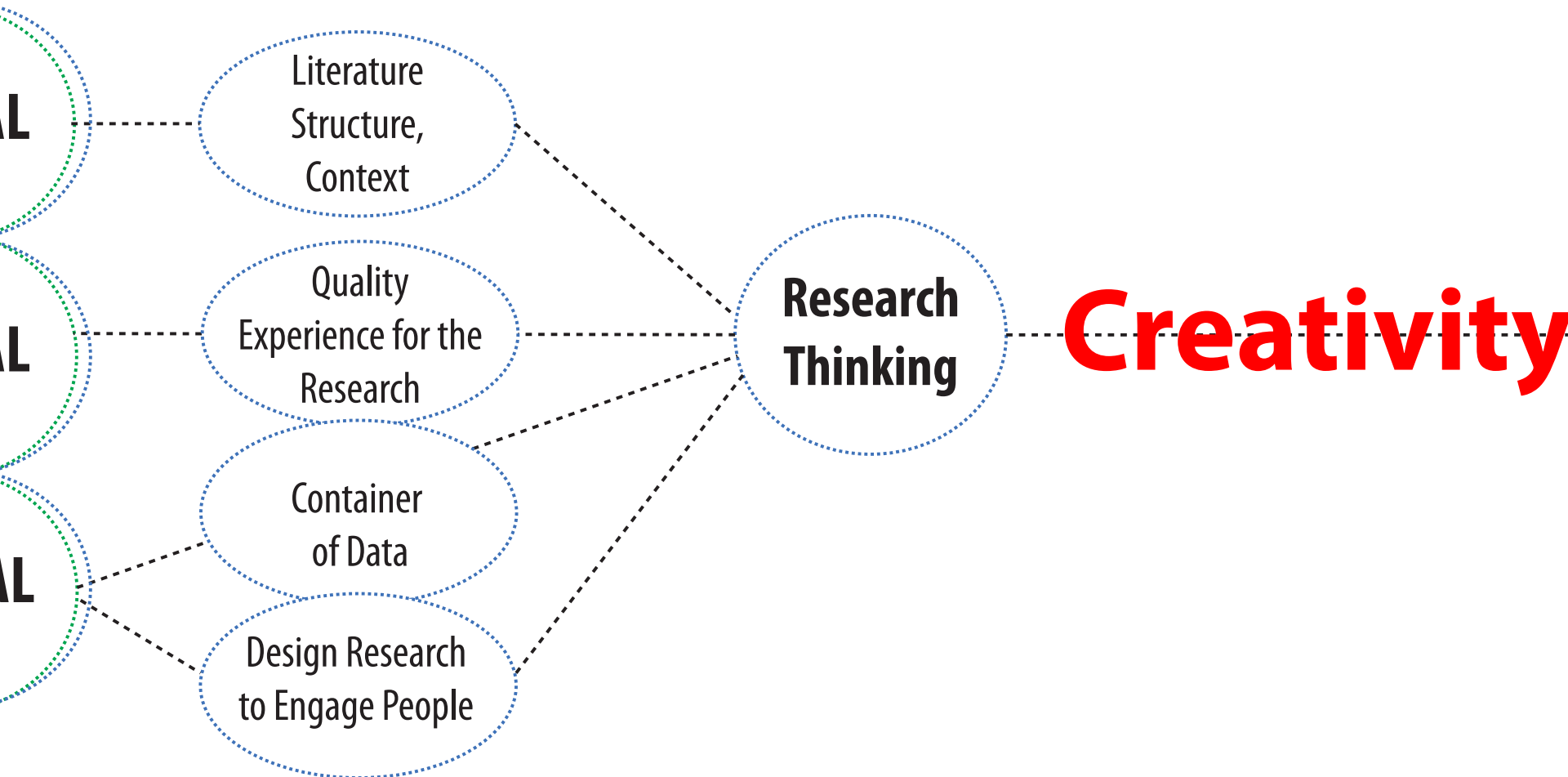


**WHAT WAS
OUR
APPROACH?...**

**TO QUESTION
HOW COULD WE
APPLY DESIGN
THINKING TO
RESEARCH?**









**Research
Thinking**

**Guerrilla
Activism**

Guerrilla
Warriors

GUERRILLA MARKETING WEAPONS:

100 AFFORDABLE
MARKETING METHODS
FOR MAXIMIZING
PROFITS FROM
YOUR SMALL BUSINESS

JAY CONRAD LEVINSON

AUTHOR OF THE BEST-SELLING GUERRILLA MARKETING

Research
Thinking

Guerrilla
Activism

Guerrilla
Warriors

Guerrilla
Marketing





**Research
Thinking**

**Guerrilla
Activism**

Guerrilla
Warriors

Guerrilla
Marketing

Guerrilla
Art



**Research
Thinking**

**Guerrilla
Activism**

**Guerrilla
Warriors**

**Guerrilla
Marketing**

**Guerrilla
Art**

**Guerrilla
Gardening**

CRAFT + ACTIVISM =

Research
Thinking



Guerrilla
Activism

Guerrilla
Warriors

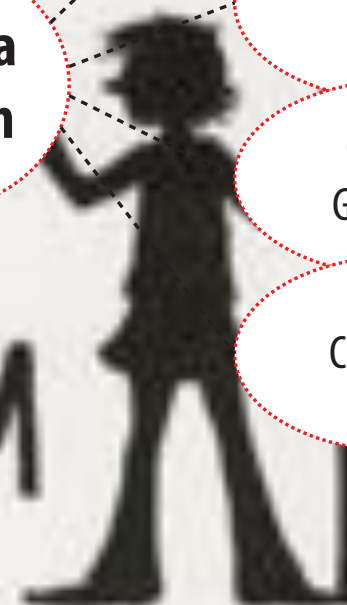
Guerrilla
Marketing

Guerrilla
Art

Guerrilla
Gardening

Craftivism

CRAFTIVISM



Do women have to be naked to get into U.S. museums?

Less than **3%** of the **artists** in the Met. Museum are women, but **83%** of the **nudes** are female.

Research Thinking

Guerrilla Activism

Guerrilla Warriors

Guerrilla Marketing

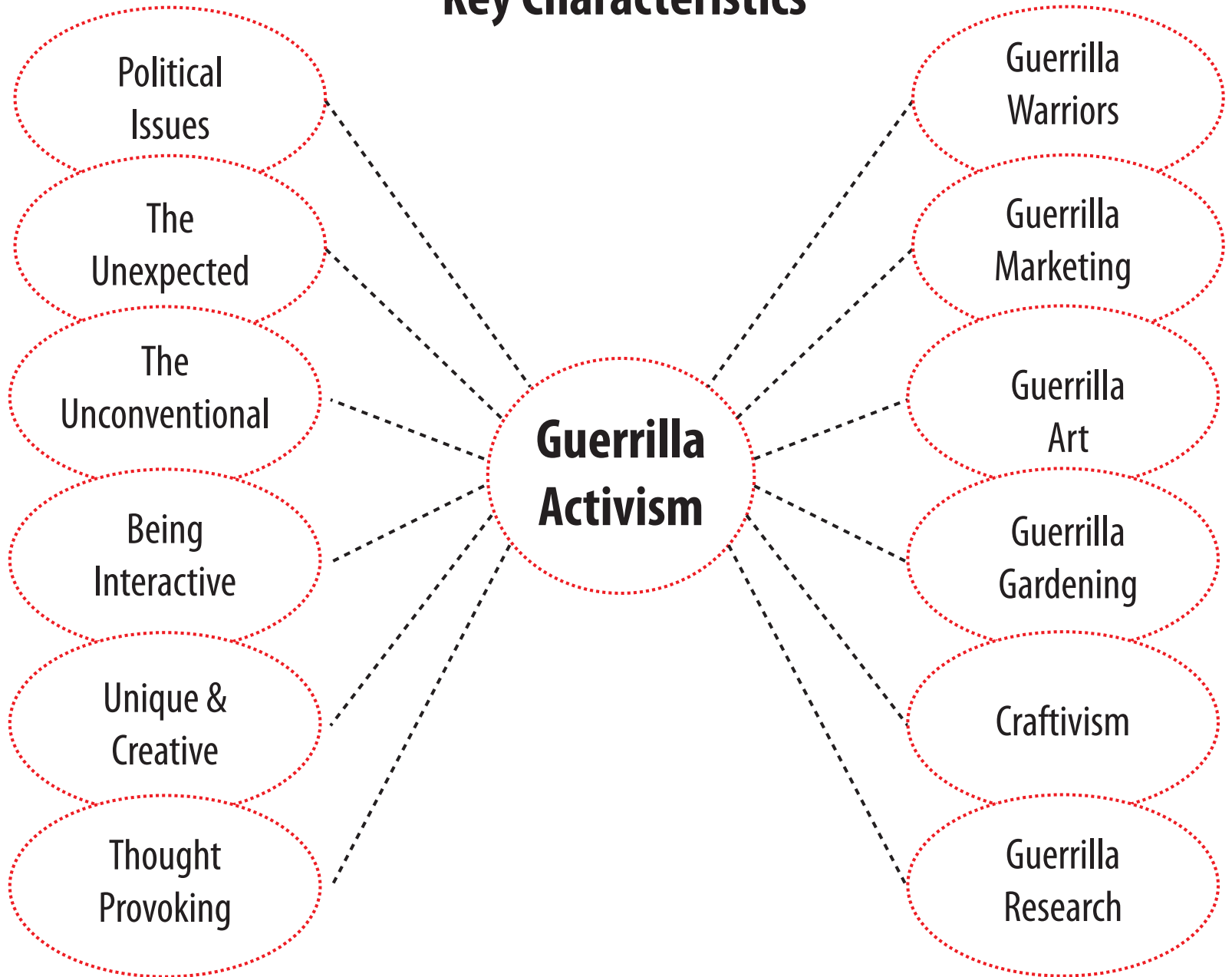
Guerrilla Art

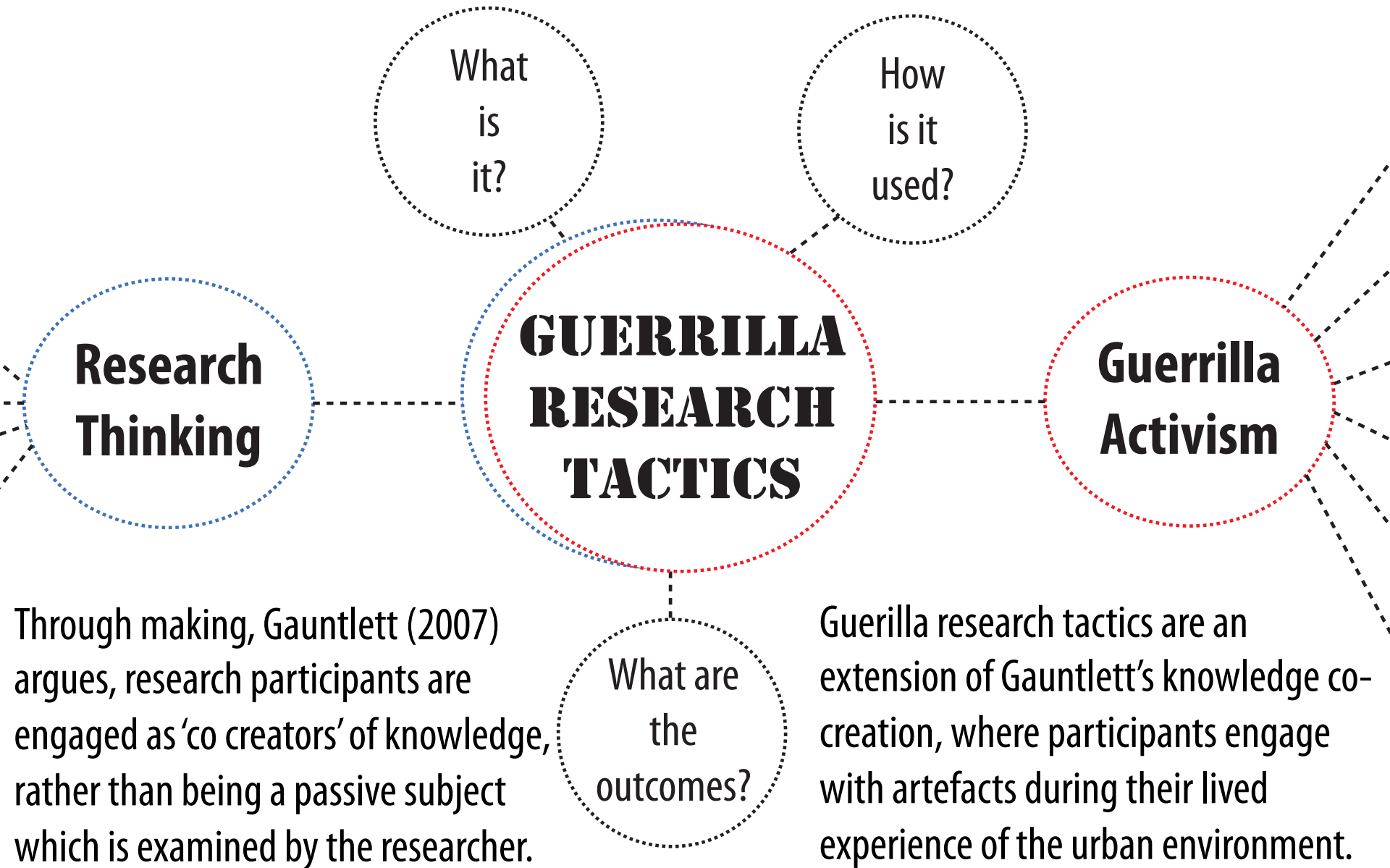
Guerrilla Gardening

Craftivism

Guerrilla Research

Key Characteristics

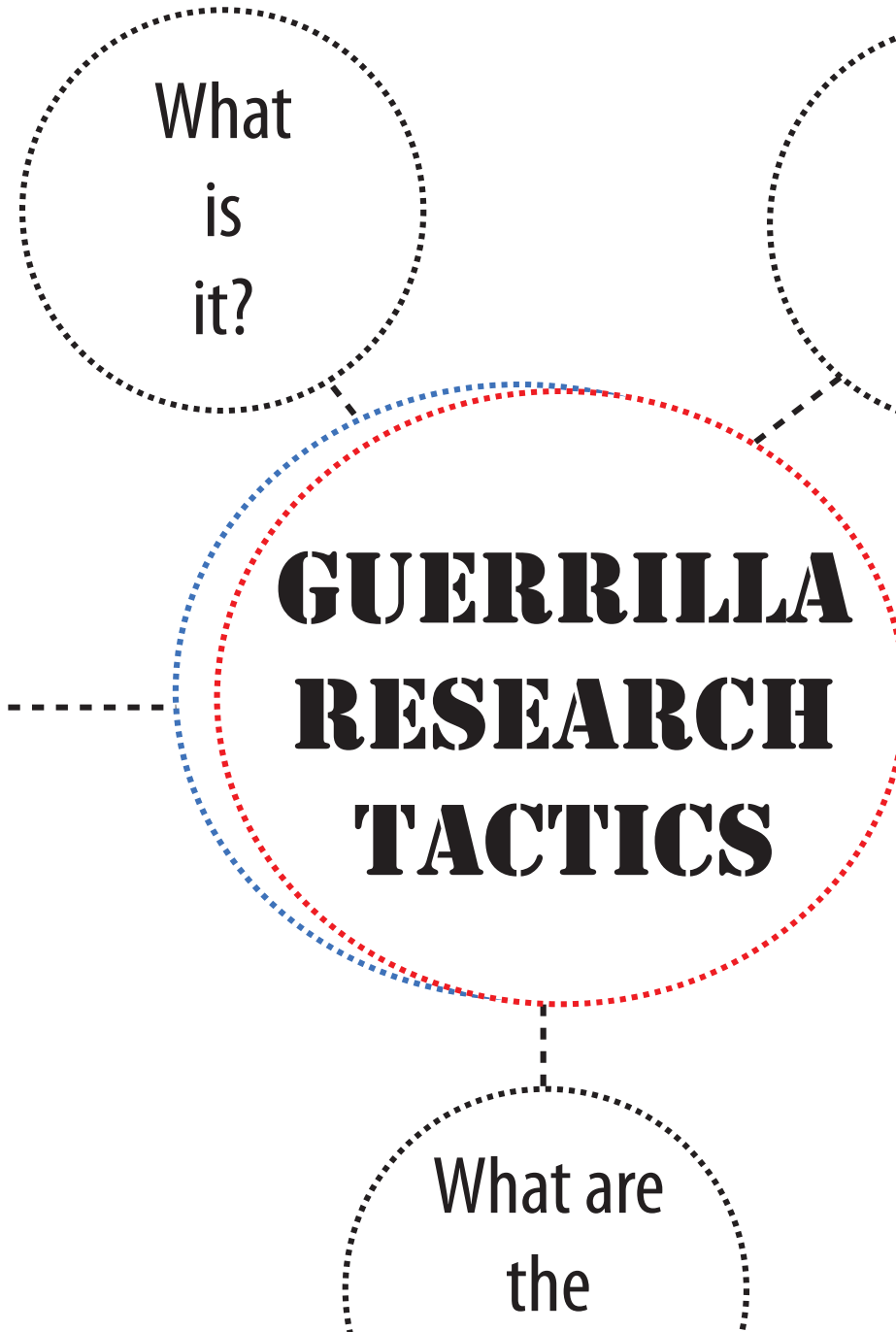




Based on the wide range of sources Guerrilla Research Tactics can be defined as...

“Activities that are carried out - usually in an ad hoc, situated and impromptu fashion in order to gather data and/or perform design interventions that are complementary to more formal tactics or methods such as surveys and interviews.” (GR Tactics Survey, Response 3)

Some descriptors: informal, exciting, spontaneous, unexpected, and FUN





Participatory
Action
Research

PARTICIPATORY ACTION RESEARCH

Theory and Methods
for Engaged Inquiry

Jacques M. Chevalier
and Daniel J. Buckles



What
is
it?

**GUERRILLA
RESEARCH
TACTICS**

What are

THIS SPACE
NEEDS



more sunlight!

YOUR idea to
screen by using
idea

shop closes
so I would
see night
Brisbane



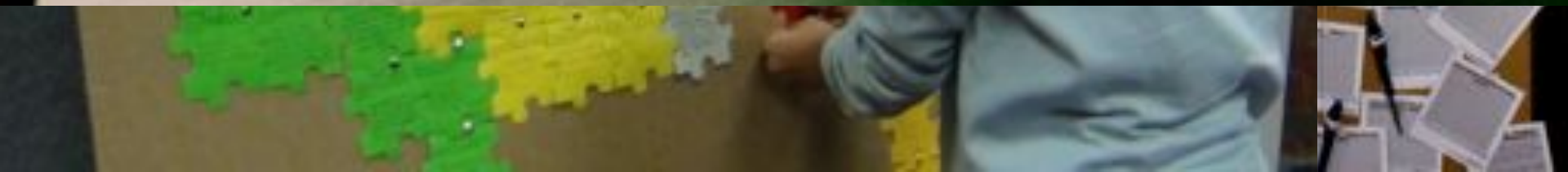
The Ernest Sport zone –Do you like this idea?

<http://www.surveymonkey.com/s/6NQ6NBD>

<http://erneststreetdesign.wordpress.com/>

PLACE TO LEA
15.

WHAT MAKES FASHION STUDIO CULTURE?
HOW DO YOU LIKE IT?



at
?

First
Follower
Theory

How
is it
used?

**GUERRILLA
RESEARCH
TACTICS**

What are
the
outcomes?



Sivers argues 'If the leader is the flint, the first follower is the spark that makes the fire.'

GUERRILLA RESEARCH TACTICS

What are
the
outcomes?

The Importance of Timing

Early steps of research/Preliminary data acquisition

Depends on long term research goals?

Benefits of GRT

Researcher Benefits

- Ease of use
- Uniqueness and quality of responses
- Increase in response rate vs. - Traditional research methods
- Researcher fun and enjoyment

Participant Benefits

- Participant reaction and interest
- Participant fun and enjoyment

GUERRILLA RESEARCH TACTICS

What are
the
outcomes?

Barriers to using GRT

Researcher Barriers

- Impact of environment
- Legitimacy, credibility, ethics and rigour of GRT within Academic Research?

Participant Barriers

- Participant education, what to do when faced with GRT?
- Participant intimidation

The Impact of Creativity in Research

- Why is this important to Architecture & Urban Design Research?
- How can this apply to other disciplines?
- How does this align with Guerrilla Tactics within other areas?



THANK YOU!