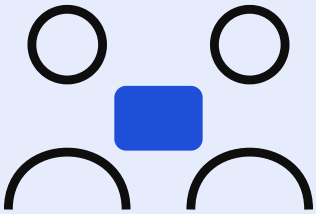
Specialty

# Design anthropology

Joins anthropological research and design: anthropologists working in design teams to intervene and create with people, not just to observe them.



In Spanish
*Antropología del diseño*

Origin
Gunn, Otto and Smith (2013)

## What problem it addresses

Classic ethnography describes; design changes things. This specialty tries to do both at once.

## Principles

### Collaborate
Research with people, not about them.

### Intervene
Try out changes and study what they cause.

### Co-create
People take part in shaping the solutions.

## Applications in design

**Use it like this**

Include the researcher in the team for the whole project, not just at the start.

**Avoid**

Using anthropology just to add color to a presentation.

**Don't fall for it**

Intervening also changes what you study: document it.

## Connections

Uses these methods

- Ethnography
- Generative tools

Related to

- Design research

## Authors and works

| | | |
|---|---|---|
| 2013 | **Wendy Gunn, Ton Otto and Rachel Charlotte Smith (Eds.)** | Brought together the theory and practice of design anthropology, which moves from observing to intervening and co-creating. |

### Sources

**Academic reviews**


- Gunn, W., Otto, T., & Smith, R. C. (Eds.) (2013). Design anthropology: Theory and practice. Bloomsbury Academic.


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