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**The Double Diamond as Metaphor for the Research Process**

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THE DOUBLE DIAMOND AS METAPHOR FOR
THE RESEARCH PROCESS

PATRICIA GIMENEZ, RESEARCH AND INSTRUCTION LIBRARIAN, SCAD
JENNIFER JOHNSON, COORDINATOR OF ACADEMIC WRITING, SCAD
ARE WE LIBRARY SCIENTISTS OR LIBRARY DESIGNERS?

Rachel Ivy Clarke, Syracuse University School of Information Studies

Field of librarianship is a design field, not a scientific one

- Scientists observe and describe existing natural world; goal to replicate and predict
- Designers focus on artificial world, create things to institute change and solve problems

Science is about what is
Design is about what could be
ARE WE LIBRARY SCIENTISTS OR LIBRARY DESIGNERS?

Rachel Ivy Clarke, Syracuse University School of Information Studies

Field of librarianship is a design field, not a scientific one

▪ Creation of artifacts: ex. physical spaces, intangible conceptual systems (catalog), organizational tools (LOC, Dewey), services (story time)

▪ Solving “wicked” problems: ex. teaching information literacy

▪ Emphasis on service
  ▪ Target the needs of others (vs. science and art which serve personal curiosity)*

▪ Reflection in action (iteration)

▪ And more! (see article)

*I find this problematic
WHAT IS DESIGN THINKING?
WHAT IS DESIGN THINKING?

Disruptive

Inspired

Human-centric

Innovative

Adaptable & Flexible
WHAT IS DESIGN THINKING?

Creative problem solving for all fields and disciplines

*Everyone has the capacity to be creative*

- Iterative Process
- Collaborative
- Deliverables
HOW TO ASSUME A BEGINNER’S MINDSET:

Don’t judge. Observe and engage users without the influence of value judgments on their actions, circumstances, decisions, or “issues.”

Question everything. Even (and especially) the things you think you already understand. Ask questions to learn about the world from the user’s perspective.

Be truly curious. Strive to assume a posture of wonder and curiosity, both in circumstances that seem either familiar or uncomfortable.

Find patterns. Look for interesting threads and themes that emerge across user interactions.

Listen. Really. Ditch any agendas and let the scene soak into your psyche. Absorb what users say to you, and how they say it, without thinking about how you’re going to respond.
Empathize
- Define project and objectives
- Personas
- Challenges

Define
- Seek to understand
- Non-judgmental
- Interview
- Shadow

Ideate
- Share ideas
- All ideas worthy
- Diverge/Converge
- Prioritize

Prototype
- Mock-ups
- Fast and simple
- Iterate

Test
- Role play
- Understand impediments
- Iterate

Discover ➔ Define ➔ Develop ➔ Deliver

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THE WRITING CONSULTANT AND THE LIBRARIAN
My father told me that the design process started with the abstract, moved to the concept and then finally the design. So I used to use these three words, back in the day, to convey the process of design to my unsuspecting clients. It wasn’t as effective—even if I knew what it meant. So I found myself saying, “Here- it looks like this...” and drawing the squiggle.
THE DOUBLE DIAMOND DESIGN PROCESS
THE DOUBLE DIAMOND WRITING PROCESS

Writing Process Framework
- Prewriting/drafting as exploration
- Revising to define

RESEARCH, ANALYZE, SYNTHESIZE

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THE DOUBLE DIAMOND WRITING PROCESS

- **Analysis (Divergent)**
  - Assign the idea or problem
- **Synthesis (Convergent)**
  - Define the point of view
- **Analysis (Divergent)**
  - Refine solutions for the reader
- **Synthesis (Convergent)**
  - Conclusion

Steps:
- Brainstorm
- Research
- Draft
- Revise
- Edit
- Publish
THE DOUBLE DIAMOND DESIGN PROCESS

discover

define

definition

develop

deliver

problem

RESEARCH, ANALYZE, SYNTHESIZE

solution

PROTOTYPE, TEST, REFINE

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THE DOUBLE DIAMOND RESEARCH PROCESS

ACRL Information Literacy Framework
- Searching as Strategic Exploration
- Research as Inquiry

RESEARCH, ANALYZE, SYNTHESIZE
THE DOUBLE DIAMOND RESEARCH PROCESS

Discover Define

- Discover
- Define
- Overlap
- Analysis
- Diverge
- Converge
- Interest
- Thesis
- Research questions
THE DOUBLE DIAMOND RESEARCH PROCESS

Discover Define

questions

overlap

analysis

interest

thesis

diverge

converge
THE LITERATURE REVIEW

I. Introduction
   - theory-argument-hypothesis

II. Theme 1: ________________ (subheading)
   - author 1
   - author 2
   - author 3

III. Theme 2: ________________ (subheading)
   - author 4
   - author 5
   - author 6

IV. Conclusion
THANK YOU!

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BIBLIOGRAPHY


