ALTERNATIVE PRACTICES: RESEARCH METHODS

IE University
Professor: DAVID JEFFREY GOODMAN
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Academic year: 22-23
Degree course: FIFTH
Semester: 1º
Category: COMPULSORY
Number of credits: 6.0
Language: English

PREREQUISITES
This course is part of the 5th year "Alternative Practices" sequence, which is intended to apply students' architectural skills to areas of knowledge at the edges of the architectural discipline. As such, the course assumes that students have completed the first four years of the Bachelor in Architectural Studies, or equivalent.

SUBJECT DESCRIPTION
The course "Alternative Practices: Research Methods" provides an introduction to the basics of qualitative, quantitative, and mixed methods research in architecture and related disciplines. We will combine methodological instruction, writing workshops an extensive readings of examples across a range of methodologies, theoretical frameworks, and subject areas. The goal of the course is threefold: first, to provide students with general knowledge of research methods as first step toward a possible career in academic research; second, to arm students with the tools for producing rigorous and relevant research as part of the design process; and third, to facilitate the students' development of their Capstone Projects, to be undertaken in the following semester.

The course will require students to read closely, to write precisely, to critique constructively, and to process critique as part of the creative and scientific process.

OBJECTIVES AND SKILLS

2.1-BASIC AND GENERAL OBJECTIVES

- CB1: Students have demonstrated knowledge and an understanding of a given area of study, building upon the foundation of secondary education, supported by advanced texts, and including aspects that engage the latest advances in their area of study.
- CB2: Students can apply their knowledge professionally to their work or vocation and possess the competencies that are often demonstrated through elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3: Students can gather and interpret relevant facts (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific, and ethical topics.
- CB4: Students can transmit information, ideas, problems, and solutions to both specialized and non-specialized audiences.
- CB5: Students have developed the necessary learning skills to continue their studies with a high degree of autonomy.
- CG1: Knowledge of the history and theories of architecture, as well as that of the arts, technologies and human sciences related to the field.

2.2-SPECIFIC COMPETENCIES
Module: Design
Subject: History, Theory and Critique
- CE42: Ability to formulate an architectural critique.
- CE49: Adequate knowledge of general architectural history.
- CE53: Adequate knowledge of the architectural, urbanistic and landscape traditions of western culture, as well as its technical, climatic, economic, social, and ideological foundations.
- CE56: Adequate knowledge of the foundations of vernacular architecture.
- CE57: Adequate knowledge of sociology, theory, economics, and urban history.

2.3-TRANSVERSE COMPETENCIES OF THE UNIVERSITY
- CT1: Ability to identify the main characteristics of cultural identities that characterize the contemporary world through the knowledge of central ideological currents.
- CT2: Ability to exercise professional behavior in accordance with constitutional principles and ethical values of the respective profession.
- CT4: Use disciplinary knowledge to analyze and evaluate current situations.
- CT6: Work actively in an international context.

2.4 SPECIFIC OBJECTIVES
We will focus on students’ ability to formulate clear and productive research questions, to conduct a review of the existing literature, to collect and interpret data, to draw conclusions and to suggest applications of their findings. We will also prepare students to understand and to work within several relevant theoretical paradigms for architectural research, as well as providing an initial training in qualitative, quantitative, and mixed-methods research methods.

METHODOLOGY
We will use several class formats.
1. Lecture Presentations.
2. Small-group writing workshops.
3. In-class exercises.
4. Individual tutorials.
5. Reading discussion Sections.
6. Quizzes.

The final deliverables will be a writing portfolio in which students develop multiple research approaches and topics, as well as a developed reserach proposal. These results may be used for further development in the Capstone Project and can serve as a useful reference for potential faculty advisors when evaluating candidate advisees.

All materials will be provided by the teacher.

16th June 2022
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<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>10.0 %</td>
<td>15 hours</td>
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<tr>
<td>Discussions</td>
<td>16.67 %</td>
<td>25 hours</td>
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<tr>
<td>Exercises</td>
<td>20.0 %</td>
<td>30 hours</td>
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<tr>
<td>Group work</td>
<td>10.0 %</td>
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<td>Other individual studying</td>
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<td>65 hours</td>
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<td>TOTAL</td>
<td>100.0 %</td>
<td>150 hours</td>
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PROGRAM

SESSIONS 1 - 2 (LIVE IN-PERSON)
Introduction: What is Research? Why do we do it? What are Paradigms and Frameworks?
Exercise 1: In-Class Workshop.
Exercise 2: Assigned.

SESSIONS 3 - 4 (LIVE IN-PERSON)
What are Research Questions? What is a Literature Review? What are Hypotheses? What is interesting?
Exercise 2: Reviewed.
Exercise 3: In-Class Workshop Assigned.

SESSION 5 (LIVE IN-PERSON)
What are Research Questions? What is a Literature Review? What are Hypotheses? What is interesting? (continued)
Exercise 3: Small-Group Discussions and Readings.
Exercise 4: Presented and Assigned.

SESSIONS 6 - 7 (LIVE IN-PERSON)
What are data? What are quantitative, qualitative, and mixed-methods approaches?
Exercise 4: Reviewed.
Exercise 5: In-Class Workshop Assigned.

SESSION 8 (LIVE IN-PERSON)
What are data? What are quantitative, qualitative, and mixed-methods approaches? (continued)
Exercise 5: Small-Group Discussions and Readings.
Readings and Quiz Preparation Assigned.

SESSIONS 9 - 10 (LIVE IN-PERSON)
Theoretical Frameworks: Foundational Texts, Architectural Applications

Framework 1: Utilitarianism
Discussion, Quiz, and Review.

Jeremy Bentham (1748-1832)
Selections from An Introduction to the Principles of Morals and Legislation; Original publication, 1789
p. 6-9: “Chapter 1: The Principle of Utility”
p. 43-48: “Chapter 7: Human Actions in General”

John Stuart Mill (1806-1873)
p. 181-184: “Chapter 1: General Remarks”

Hannes Meyer (1889-1954)

Peter Eisenman (1932-)

SECTIONS 11 - 12 (LIVE IN-PERSON)
Theoretical Frameworks: Foundational Texts, Architectural Applications
Framework 2: Marxism
Discussion, Quiz, and Review

Georg Wilhelm Friedrich Hegel (1770-1831)
Selections from The Philosophy of History. (New York: Dover, 1956)
p. 103-110, “Classification of Historic Data”
p. 223-224, “Part II: The Greek World”
p. 278-282, “Part III: The Roman World”
p. 341-346, “Part IV: The German World”

Karl Marx (1818-1883)
p. 431-438, “Part VIII, Chapter XXVI: The Secret of Primitive Accumulation”
p. 473-483, “Bourgeois and Proletarians”

Manfredo Tafuri (1935-1994)
SESSIONS 13 - 14 (LIVE IN-PERSON)
Theoretical Frameworks: Foundational Texts, Architectural Applications
Framework 3: Structuralism
Discussion, Quiz, and Review
Ferdinand de Saussure (1857-1913)
Selection from Course in General Linguistics (New York: 1959, Philosophical Library)
  p. 65-70: “Part One - Ch I: Nature of the Linguistic Sign”
  p. 71-78: “Part One - Ch. II: Immutability and Mutability of the Sign”
  p. 131-134: “Part Two – Ch VI: Mechanism of Language/Absolute and Relative Arbitrariness
Claude Lévi-Strauss (1908-2009)
“Structural Analysis in Linguistics and in Anthropology,” in Structural Anthropology. (Basic, 1963)
Noam Chomsky (1928-) and Michel Foucault (1926-1984)

SESSIONS 15 - 16 (LIVE IN-PERSON)
Theoretical Frameworks: Foundational Texts, Architectural Applications
Framework 4: Post-Structuralism
Discussion, Quiz, and Review
Roland Barthes (1915-1980)
“The Death of the Author”
Jacques Derrida (1930-2004)
Selections from “Structure, Sign, and Play in the Discourse of the Human Sciences”
Michel Foucault (1926-1984)
“Space, Knowledge, and Power,” (in The Foucault Reader)

SESSIONS 17 - 18 (LIVE IN-PERSON)
Theoretical Frameworks: Foundational Texts, Architectural Applications
Framework 5: Phenomenology
Discussion, Quiz, and Review
Edmund Husserl (1859-1938)
Selections from Ideas
Martin Heidegger (1889-1976)
“Building, Dwelling, Thinking,” in Rethinking Architecture
Juhani Pallasmaa (1936-)
“The Geometry of Feeling: The Phenomenology of Architecture”

SESSIONS 19 - 20 (LIVE IN-PERSON)
Putting it All Together: Logical Argumentation, Correlational Research
Discussion Section and In-Class Exercise 6.

SESSIONS 21 - 22 (LIVE IN-PERSON)
Putting it All Together: Historical Research
Discussion Section and In-Class Exercise 7.
Exercise 8 Assigned.

SESSIONS 23 - 24 (LIVE IN-PERSON)
Putting it All Together: Qualitative Research
Ethnography, Phenomenology, Grounded Theory, and Hybrids.
Discussion Section and In-Class Exercise 9.

SESSIONS 25 - 26 (LIVE IN-PERSON)
Putting it All Together: Theory Development and Graphic Research
Discussion Section and In-Class Exercise 10.
FINAL ASSIGNMENT PRESENTATION AND DISCUSSION.

SESSIONS 27 - 28 (LIVE IN-PERSON)
FINAL REVIEW

SESSIONS 29 - 30 (LIVE IN-PERSON)
FINAL REVIEW (continued)

BIBLIOGRAPHY
Compulsory

Recommended
EVALUATION CRITERIA

This course requires continuous participation and work. While there is a final assignment, it is in large part composed of the exercises submitted during the course sessions.

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<tr>
<th>Criteria</th>
<th>Percentage</th>
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<tr>
<td>Class Participation</td>
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<tr>
<td>Quiz Average</td>
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<td>Peer Review Grade</td>
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<td>Writing Portfolio of Exercises</td>
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<tr>
<td>Final Exercise</td>
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PROFESSOR BIO

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E-mail: djgoodman@faculty.ie.edu

David Goodman is Associate Dean, Director of Undergraduate Studies in Architecture, and Professor of Architecture at the IE School of Architecture and Design in Madrid and Segovia, Spain. He holds a Doctorate in Business Administration from the IE Business School, specializing in Strategic Management and Organization Design. His current research deals with innovations in architecture practice and production during times of socioeconomic turbulence. A graduate of the Harvard Graduate School of Design and of Cornell University, Goodman is coauthor of the book *An Introduction to Architecture Theory: 1968 to the Present*. His work has also appeared in the journals *a+t, Log, Journal of Architectural Education, Technology | Architecture + Design*, and in the anthology *Chicago Architecture: Histories, Revisions, Alternatives*, as well as in the book *Walter Netsch: A Critical Appreciation and Sourcebook*.

OTHER INFORMATION

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