

Qualitative Research in Practice

Troels Mønsted (monsted@ifi.uio.no)

Department of Informatics, University of Oslo

Qualitative Research Methods

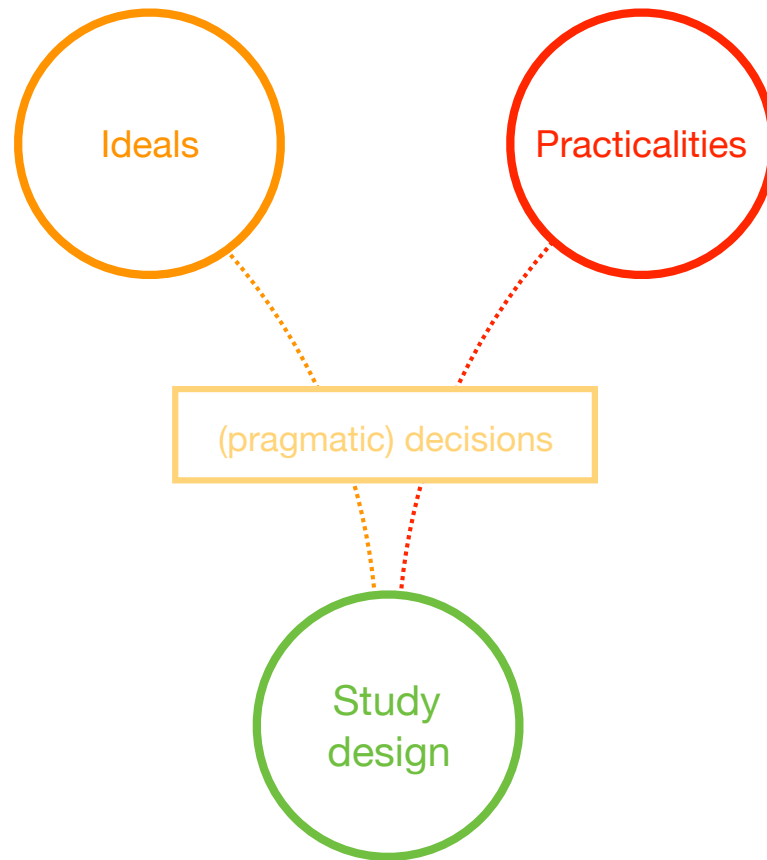
April 19, 2016



Agenda

- 1) Introduction (main points, my research)
- 2) Exercise: **Design a qualitative study** for TOF
- 3) **Practicalities** of qualitative research (in Participatory Design)

Key points



Qualitative research hinges on

- 1) Substantial amounts of background work
- 2) The respondents interest in the project

Qualitative research requires background work

THE ARTICULATION OF PROJECT WORK: AN ORGANIZATIONAL PROCESS

Anselm Strauss*
University of California

This article offers a theoretical framework or model for understanding how work within projects is articulated. A distinction is drawn between articulation of work and a more inclusive *organizational process*, termed the "articulation process." The theoretical model includes several related concepts that pertain to numerous interlocking and sequential elements of the total work. These include work processes, types of work, and interactional processes. The model avoids assuming a tightly integrated organization of work; rather, it represents an extension of the negotiated order approach to organizations. A discussion of variations in projects revolves around two important dimensions of projects. The article closes with a discussion of extreme disruptions in project work flow, as well as some general considerations about the importance of focusing on articulation in organizations.

This article provides a set of related concepts for understanding how the work within projects is articulated. Projects characteristically have narrative histories: they evolve over time. While that evolution may entail the alteration or elaboration of the original goal or goals, the work and the work itself and the work relationships of project members do develop over time. Hence their efforts to achieve and maintain the "fitting together" of their work are permeated by temporal considerations. Any analysis of "fitting together" must take that temporality into consideration.

Although project participants may be relatively unreflective about how they get their work done, we must develop a theoretical framework to understand analytically this *organizational* process. Such a model would bring together as many as possible of the interlocking and sequential elements of the total project work at every level of organization.

The model should not fall into the trap of assuming too much integration on the

*Direct all correspondence to: Professor Anselm Strauss, Department of Social and Behavioral Sciences, University of California and Tremont Research Institute, San Francisco, CA 94143

The Sociological Quarterly, Volume 29, Number 2, pages 163-178.

Copyright © 1988 by JAI Press, Inc.
All rights of reproduction in any form reserved.
ISSN: 0038-0253.

Strauss (1988)

Qualitative research requires background work

Consider how you **articulate** your project

- * Keeping schedules
- * Making phone calls
- * Writing e-mails
- * Producing project charters
- * Buying presents
- * Mediating meetings
- * Trading favours
- * Etc.



Saint-Brieuc Bay

Problematization is important

Some elements of a sociology of translation: domestication of the scallops and the fishermen of St Brieuc Bay

Michel Callon

First published in *J. Law, Power, action and belief: a new sociology of knowledge?* London, Routledge, 1986, pp.196-223.

Abstract

This paper outlines a new approach to the study of power, that of the sociology of translation. Starting from three principles, those of agnosticism (impartiality between actors engaged in controversy), generalised symmetry (the commitment to explain conflicting viewpoints in the same terms) and free association (the abandonment of all a priori distinctions between the natural and the social), the paper describes a scientific and economic controversy about the causes for the decline in the population of scallops in St. Brieuc Bay and the attempts by three marine biologists to develop a conservation strategy for that population. Four 'moments' of translation are discerned in the attempts by these researchers to impose themselves and their definition of the situation on others: (a) *problematization*: the researchers sought to become indispensable to other actors in the drama by defining the nature and the problems of the latter and then suggesting that these would be resolved if the actors negotiated the 'obligatory passage point' of the researchers' programme of investigation; (b) *interessement*: a series of processes by which the researchers sought to lock the other actors into the roles that had been proposed for them in that programme; (c) *enrolment*: a set of strategies in which the researchers sought to define and interrelate the various roles they had allocated to others; (d) *mobilisation*: a set of methods used by the researchers to ensure that supposed spokesmen for various relevant collectivities were properly able to represent those collectivities and not betrayed by the latter. In conclusion it is noted that translation is a process, never a completed accomplishment, and it may (as in the empirical case considered) fail.

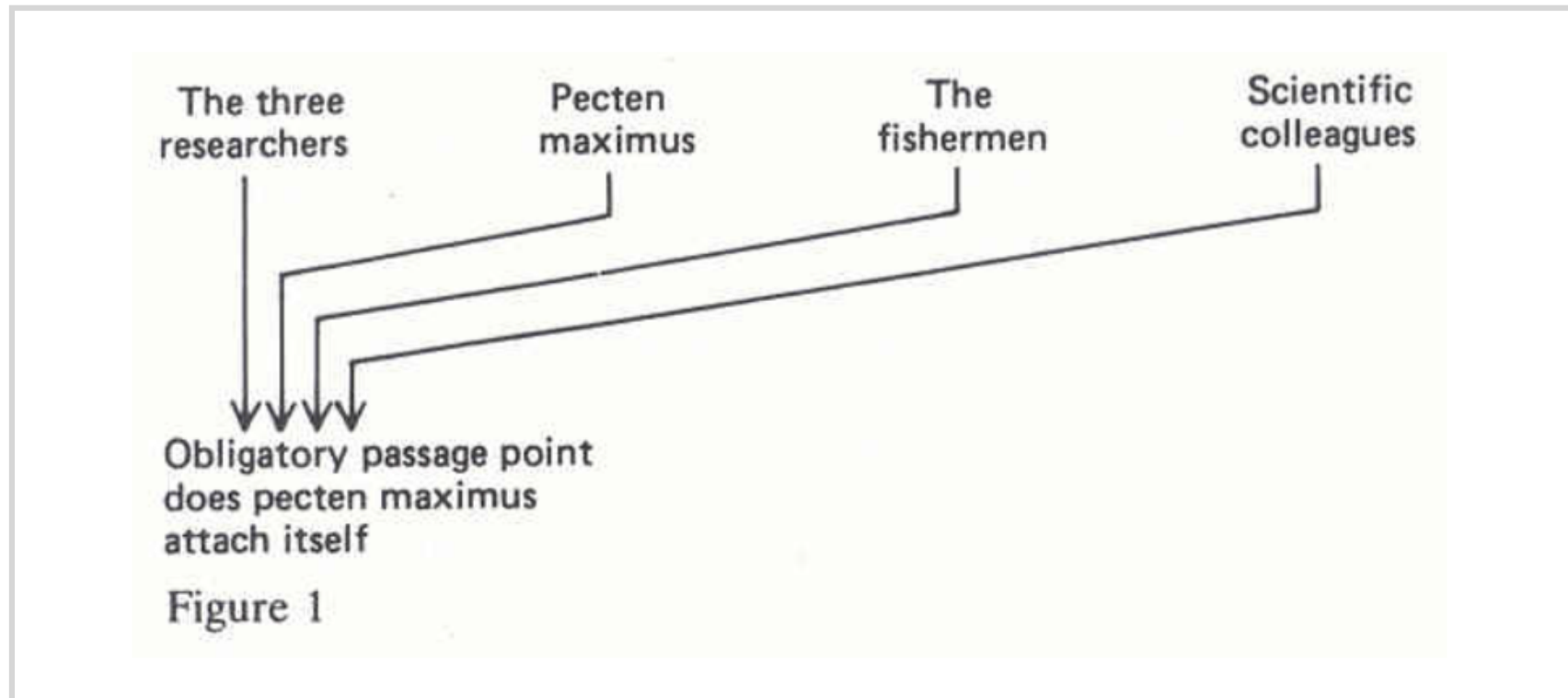
I Introduction

The object of this paper is to present an outline of what is now called sociology of translation and to show that this analytical framework is particularly well adapted to the study of the role played by science and technology in structuring power relationships.

The starting point is to recognize that sociologists, who have attempted a detailed analysis of scientific and technological contents over the last few years, find themselves in a paradoxical situation. The explanations and interpretations proposed by these social scientists are in fact marked by a conspicuous asymmetry. When it comes to acknowledging the right of the scientists and engineers that they study to debate, sociologists' tolerance knows no limits. The sociologists act impartially and refer to the different protagonists in the same terms, even if one among them succeeds in imposing his will. The sociologists attribute the actors with neither reason, scientific method, truth, nor efficiency because these terms denote the actor's success without explaining the reasons for it.¹ This perspective has been at the basis of very lively and detailed descriptions of the shaping of science.²

However, the liberalism of these sociologists does not extend to allow the actors studied to discuss society and its constituents in an open manner. For once they have taken the scientific and technical aspects of the controversies into account, the sociologists faithfully restore the existing points of view to their places and, in addition, they rightly abstain from taking sides.

Consider how your project becomes an Obligatory Passage Point (OPP)



Callon (1986)

Some elements of a sociology of translation: Domestication of the scallops and the fishermen of St Brieuc Bay.

Academic trajectory

University
of Aarhus



2002-2008

MA, Information Studies

2008

Research Assistant, Center for
Advanced Visualisation and
Interaction (CAVI)

University of
Copenhagen



2009-2013

PhD (CSCW, Participatory Design,
Health Informatics)

2012-2015

Postdoc (health innovation
education)

2015

Assistant Professor (health
innovation education)

University
of Oslo



2015-2019

Postdoc (Generative
Information Infrastructures)

Professional (de)tours

Creativity Consultancy

IT Consultancy



2006-2007

Junior Consultant, Innohow
(process consultancy, ideation)

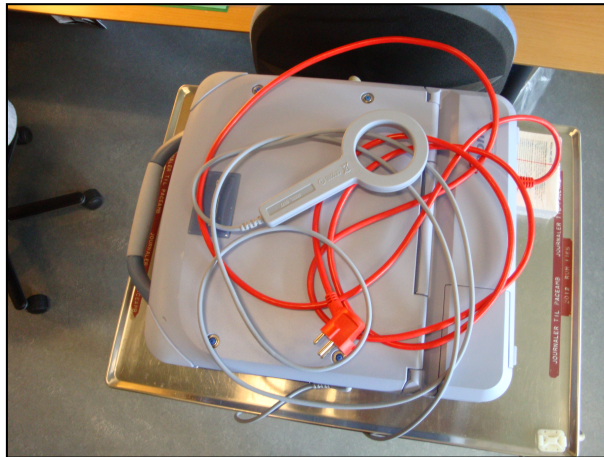
2007-2008

Co-founder, creative:crowd (non-profit creativity network)

2008

IT Consultant, Organisator A/S
(CRMs for labor unions)

Ethnography



Research

Areas of interest

- * **CSCW:** Workplace studies of (heterogenous) collaborative work in healthcare.
- * **Participatory Design:** Co-design of systems to support medical reasoning, collaboration and coordination, and patient involvement in heterogeneous ensembles of care professionals and patients.
- * **Health Informatics:** IT responses to contemporary clinical challenges - preventive care, goal-oriented care, multimorbidity, polypharmacy.
- * **Information Systems:** Generative infrastructures (in the becoming).

Projects

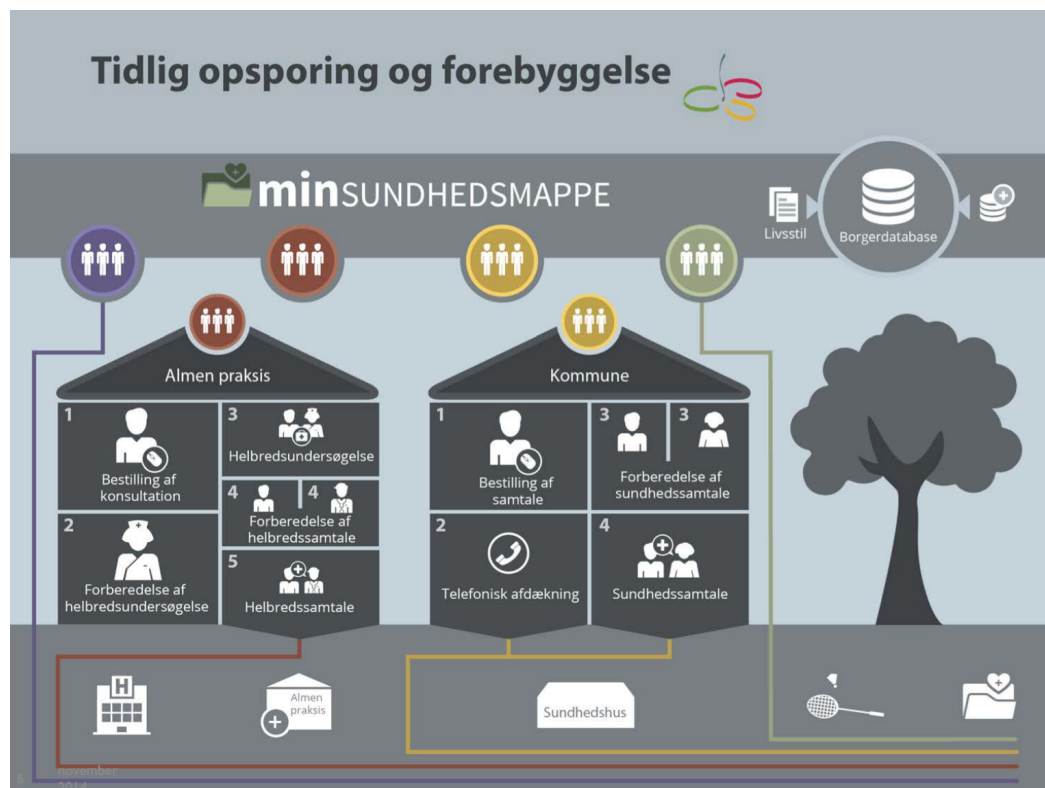
- * **Co-constructing IT and Healthcare (www.cith.dk):** Design of IT to support coordination of care in distributed ICD care (Implatable Cardioverter Defibrillator).
- * **Coordination of elder care:** Study of collaborative challenges for continuity of care in distributed elder care in the capital region of Denmark.
- * **Tidlig Opsporing og Forebyggelse (TOF):** IT-supported clinical model to support early stratification and initiation of preventive care for citizens in risk of developing chronic disease. Collaborative decision-making (GP and citizen).
- * **Industry collaboration:** Member of Advisory Board for software agency Daman. Advisor on various lightweight projects.
- * **From IT silos to Generative Infrastructures (FIGI):** Development of generative infrastructures to support the interplay between lightweight and heavyweight systems in healthcare.

Exercise

Work in groups (10 minutes)

- * Sketch a qualitative study for TOF (to be introduced)
- * Apply notions from the course (paradigms, methodologies, etc.)
- * Consider how to practically conduct the study?
- * Present and discuss your sketch on class.

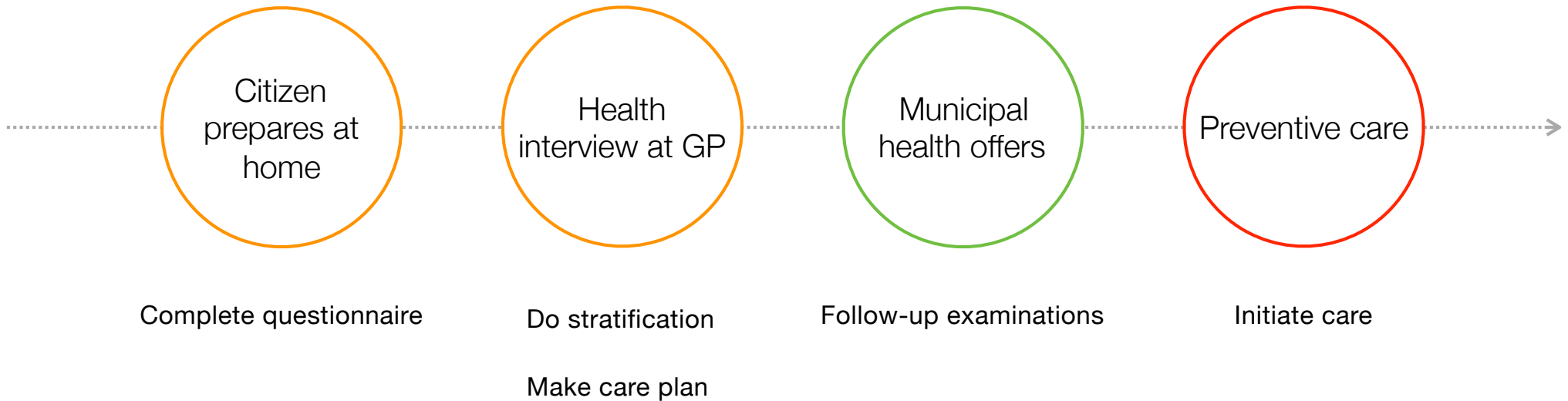
Tidlig Opsporing og Forebyggelse (TOF)



Project in sum

- * Conducted by the Research Unit of General Practice (University of Southern Denmark) and DAK-E
- * Funded by Danish Regions (40 mio dkk).
- * Purpose: To develop an IT-supported stratification model for early detection of citizens in risk of developing chronic disease.

Concept: Decision-support tool



TOF pilot test

minSUNDHEDSMAPPE Forside Beskeder Indstillinger Log ud

Mine mapper
"Hjemmesiden er lavet til at du kan hjælpe dig selv til en bedre sundhedstilstand. Ud fra de foregående spørgsmål du fik, er der udpeget nogle livsstilspunkter, som du kunne have gavn af at forbedre."

TOF Rygevaner Kostvaner Alkoholvaner
Motorsvaner Skjulvis mapper

Nyeste beskeder

Min sundhedsmappe	Arbefaling	13-11-2014
Læge Hans Poulsen	Helbredsamtale	22-08-2014
Odense kommune	Samtale d. 28-02-2014	04-06-2014
Min sundhedsmappe	Opdatering	15-05-2014
Min sundhedsmappe	Vejligning	21-11-2013

Nyttige links

Sundhed.dk
Find oplysninger om sundhed, sygdomme ect.

Fredericia Kommune

Min læge
Lægerne Sjællandsgade
Sjællandsgade 34 9000 Aalborg
Tlf. 98162200

- * Pilot study of decision-support system.
- * Funding applied for at the National Danish Health Agency (1 mio dkk).
- * Purpose: To study usefulness and identify risks before large-scale test (100.000 citizens) in spring 2017.
- * Quantitative evaluation of up to 9400 citizens
- * Qualitative study of ??

TOF constraints

minSUNDHEDSMAPPE Forside Beskeder Indstillinger Log ud

Mine mapper

"Hjemmesiden er lavet til at du kan hjælpe dig selv til en bedre sundhedstilstand. Ud fra de foregående spørgsmål du fik, er der udpeget nogle livsstilspunkter, som du kunne have gavn af at forbedre."

TOF Rygevaner Kostvaner Alkoholvaner

Motorsvaner Skjulvis mapper

Nyeste beskeder

Min sundhedsmappe	Anbefaling	13-11-2014
Læge Hans Poulsen	Helbredsamtale	22-08-2014
Odense kommune	Samtale d. 28-02-2014	04-06-2014
Min sundhedsmappe	Opdatering	15-05-2014
Min sundhedsmappe	Vejligning	21-11-2013

Nyttige links

Sundhed.dk
Find oplysninger om sundhed, sygdomme ect.

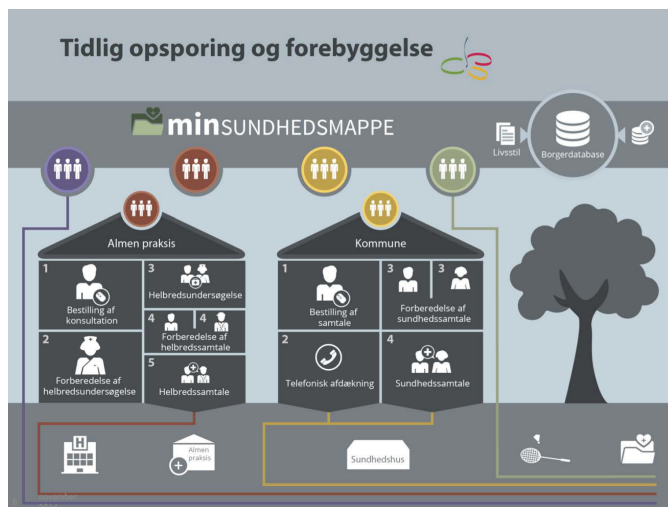
Fredericia Kommune

Min læge
Lægerne Sjællandsgade
Sjællandsgade 34 9000 Aalborg
Tlf. 98162200

Constraints

- * Provide reasonable and actionable **insights** into the **usefulness** of the decision support systems.
- * The study must be publishable (for me)
- * Be carried out in the **Region of Southern Denmark**.
- * Not cost more than **35.000 dkk** (excluding salary).
- * Be interesting and useful for a **cross-disciplinary** (mainly positivist) consortium of researchers.

My study design (in sum)



5 focus groups

- * Citizens
- * General Practitioners
- * Clinical secretaries
- * Municipal health workers
- * Representatives from patient organisations

Participant observations

- * Observations of 6-8 'full use cycles' (citizens use of the tool, health interviews at the GP, possible follow-ups by municipal health workers, possible preventive care initiatives).

Other considerations

- * 2-layers of RQ
- * Recruitment managed by postdoc funded by the project.
- * Cover for accommodation (Airbnb room) for 2x3 weeks stay in Kolling, Varde or Haderslev.
- * Transport: Ferry tickets and coverage for gas to bring car from Oslo to DK.



April 1977: 141 dage uden Berlinske Tidende. Politiet i færd med at fjerne aktivister, der foretager blokade af Berlinske. Den ny edb-teknologi gjorde det muligt for andre end typografer at udføre bestemte arbejdsfunktioner.

Kilde: PET's arkiv

Observation

Design interventions

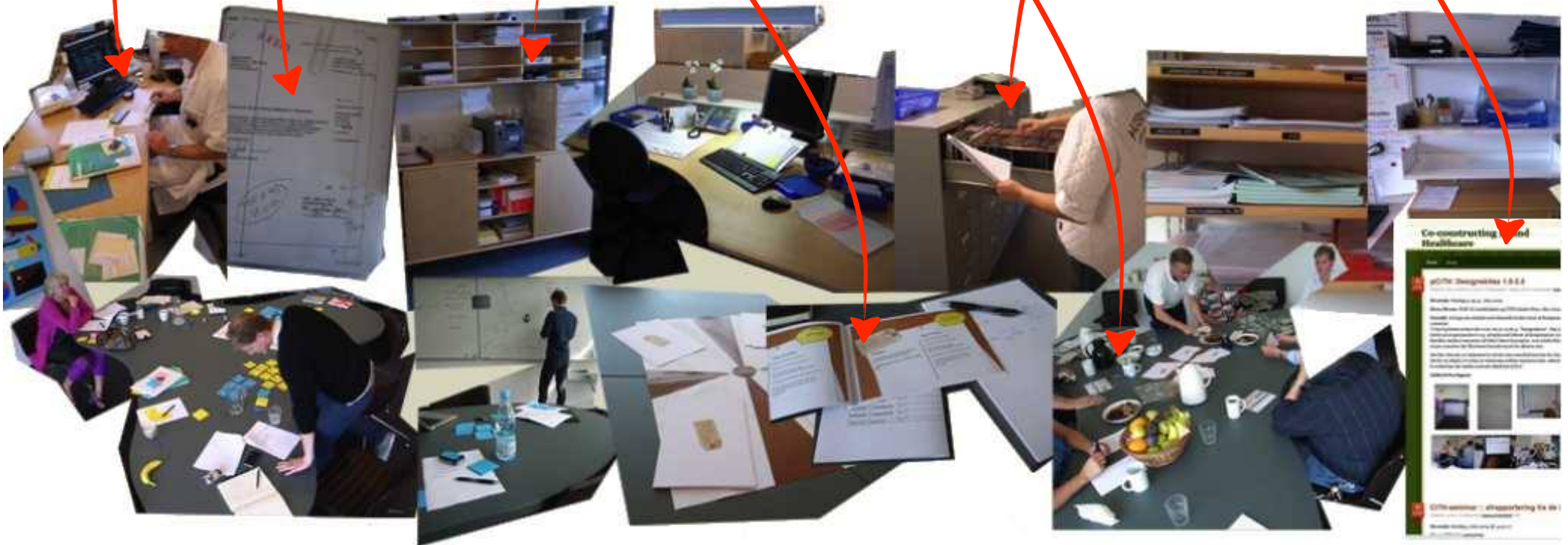
Workshops

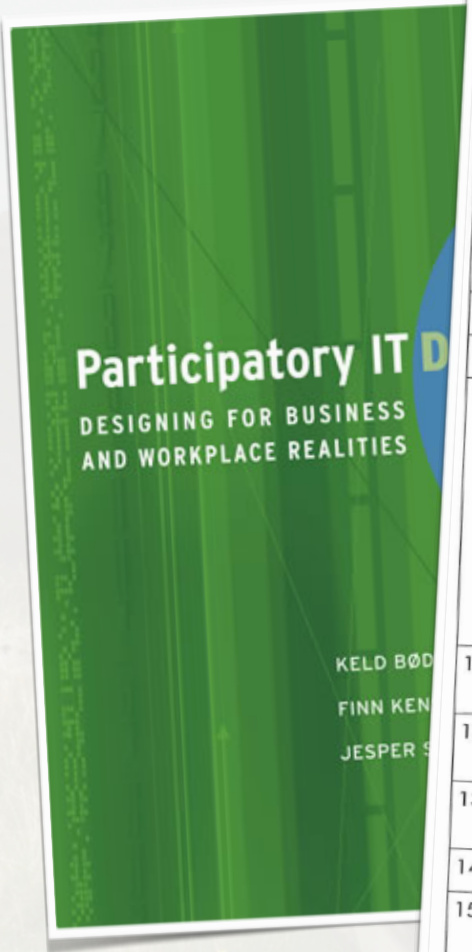
Interview

Document studies

Prototyping

Mock-upping





Technique	Phases	Principles	Knowledge areas	Representation tools
Management-oriented				
1. Baseline planning	1,2,3,4			Baseline plan
2. Review	1,2,3,4	2,4		Summary
3. Hearing	1,2,3,4	2,4		Summary
Performance-oriented				
4. Interview In situ interview	1,2,3,4 3,4	2 3	A,B,C D,E,F	Summary
5. Document analysis	1,2,3		A,C	Notes
6. Functional analysis	2	1,4	A	Functional model
7. SWOT analysis	1,2	1,2,4	A,C	SWOT model Risk matrix
8. Observation	1,3	1,3	D,E,F	Summary
9. Thinking aloud	3,4	1,2,3	D,E,F	Notes
10. Workshops	3,4	1,2,3,4	A,B	Freehand drawings Collages Dead Sea scrolls Affinity diagrams Role lists Communication models Timelines Design sketches Data models
11. Future workshop	3,4	1,2	A,B	Open notes on big sheets of paper
12. Mapping	3,4	2,4	A,B,C	Virtual maps and diagnostic maps
13. Prompted reflection	3	2	A	Freehand drawings Notes
14. Company visit	4	2,3	C,F	Summary
15. Experimenting with prototypes	4	1,2,4	B,E	Mock-ups Prototypes
16. Developing scenarios	4	1,4	B	Scenarios

Figure 8.1 Overview of MUST method techniques: The three most important techniques for each phase and principle are in boldface

Principles
 Divergent vision
 Genuine user participation
 Hands-on experience
 Work practices
 Inspiring visions

Organizing in four phases
 1. Organization – project establishment
 2. Analysis – strategic
 3. Design analysis
 4. Development – ethnography-inspired analysis
 5. Innovation – vision development

Method

Paradigms of PD

Critical

Interpretative

~~Positivist~~

Methodologies of PD

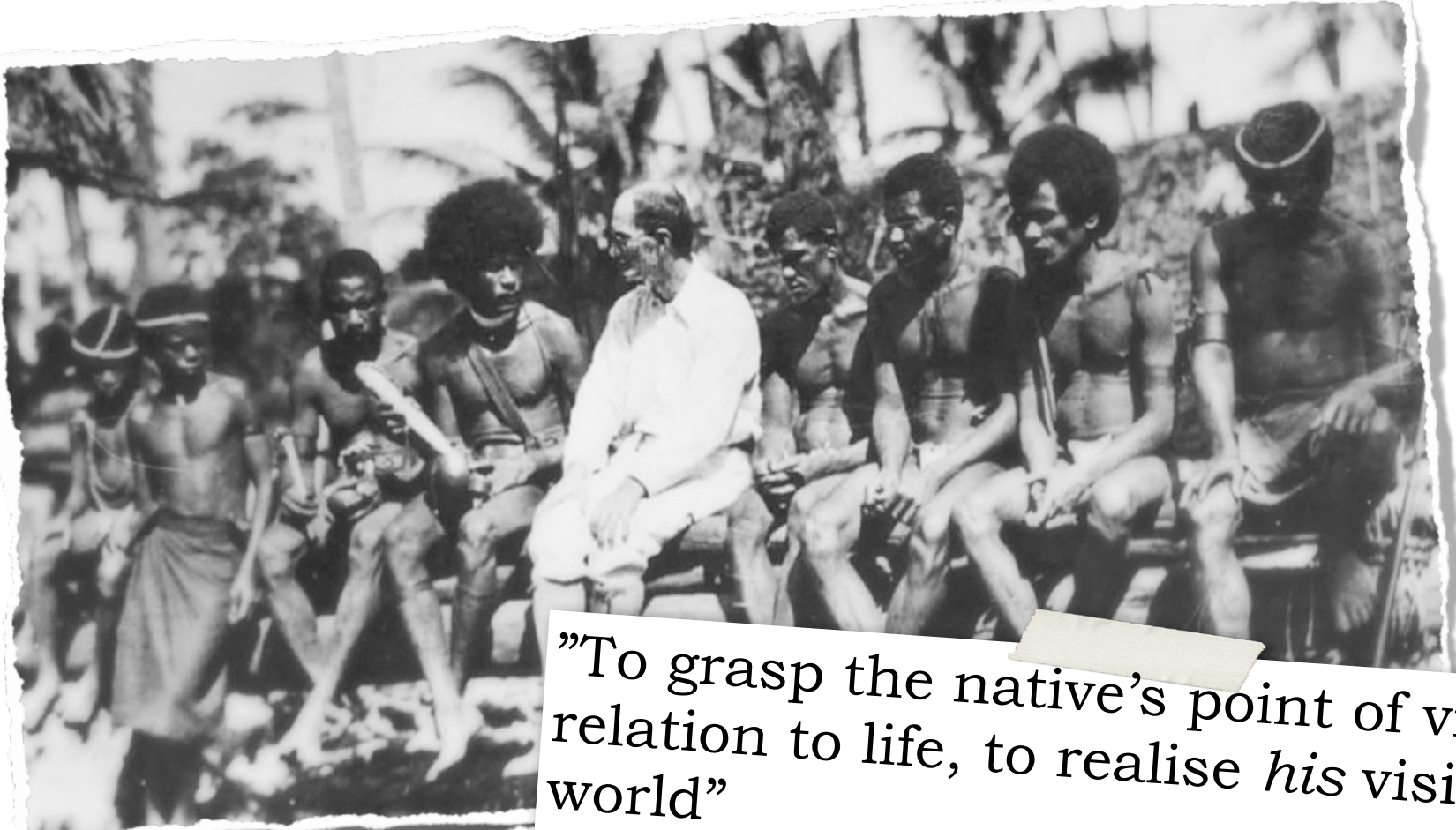
Ethnography

Action Research

Grounded Theory

Case Study

Ethnography and Design



"To grasp the native's point of view, his relation to life, to realise *his* vision of *his* world"

Malinowski (1922): 25

Ethnography an

7

Ethnographic Fieldwork

“The ethnographic approach, with its emphasis on “natives’ point-of-view”, holism, and natural settings, provides a unique perspective to bring to bear on understanding users’ work activities”

(Blomberg 1993 p. 123)

“(...) ethnography requires a period of **field work** where the ethnographer becomes involved in the **everyday activities** of the people studied. While ethnography often includes a **description** of the activities and practices of those studied, it is more importantly an attempt to **interpret** and give meaning to those activities”

(Blomberg 1993 p. 124)

Implications for design

Implications for Design

Paul Dourish
Department of Informatics
Donald Bren School of Information and Computer Sciences
University of California, Irvine
Irvine, CA 92697-3440 USA
jpd@ics.uci.edu

ABSTRACT

Although ethnography has become a common approach in HCI research and design, considerable confusion still attends both ethnographic practice and the criteria by which it should be evaluated in HCI. Often, ethnography is seen as an approach to field investigation that can generate requirements for systems development; by that token, the major evaluative criterion for an ethnographic study is the implications it can provide for design. Exploring the nature of ethnographic inquiry, this paper suggests that "implications for design" may not be the best metric for evaluation and may, indeed, fail to capture the value of ethnographic investigations.

Author Keywords

Ethnography, design.

ACM Classification Keywords

I.m. Computing Methodologies: Miscellaneous.

INTRODUCTION

As intellectual disciplines develop, genre conventions emerge that shape both their research designs and their research outputs. In interdisciplinary areas such as HCI, early work in the field tends to be highly divergent in method and approach, as practitioners – as individuals, and collectively as a field – attempt to find ways to combine perspectives, conceptual frameworks, and methods. So, for example, finding an appropriate balance between theory and practice, determining broadly agreed-upon metrics for success, and developing common vocabularies for the problems and phenomena of study are all means by which, over time, common consensus about research is developed. Scientific disciplines are normative enterprises, where the process of peer review tends to encourage conformity to a core set of values and approaches [7].

Permission to make digital or hard copies of all or part of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. To copy otherwise, or republish, to post on servers or to redistribute to lists, requires prior specific permission and/or a fee.
CHI 2006, April 22–27, 2006, Montréal, Québec, Canada.
Copyright 2006 ACM 1-59593-178-3/06/0004...\$5.00.

This process can be seen at work in the research papers produced in a field. Bazerman [3] has detailed the ways in which transformations in the structure and tone of scientific publishing accompanied the transformation of the conduct of science itself, reflecting its increasing professionalization; the process of ensuring conformance to documentary standards is part of the "boundary work" by which disciplinary boundaries are maintained, and even the boundary between "science" and "non-science" is sustained [18]. Case studies illustrate the ways these conventions shape the development of scientific publications, scientific arguments, and scientific publications [13].

Unsurprisingly, then, as HCI has matured and developed a sense of its own disciplinary identity, conventions have arisen in the ways in which we conduct and describe our research. The peer review process employed by high-quality (and high-status) publication venues such as the CHI conference or leading journals is one important element in the machinery of genre production.

In this paper, I want to focus on a particular one of these genre considerations, both as a matter of research presentation and as a matter of research construction. The particular topic towards which my attention is directed is interesting not least because it reflects one of the interdisciplinary encounters that so characterize the work of the HCI community. Given our commitment to interdisciplinary working, it is valuable to step back and consider what happens when two disciplinary, conceptual, and methodological approaches come together, and how it is that the relationship between them is to be articulated.

The topic for examination is one that is strikingly familiar to practitioners of qualitative and especially ethnographic field methods, although experience suggests that it is also relevant to other research approaches. Loosely, I refer to it as the problem of "implications for design."

It has often been noted, not without some irony, that the canonical paper reporting ethnographic field results in an HCI context will close with a section entitled "Implications for Design."

This section may be long or short, comprising discursive prose or brief, bulleted items, but it nonetheless figures as a stable feature of ethnographic reports. Informal evidence

Dourish (2006):
Implications for Design

“It’s Just a Matter of Common Sense”: Ethnography as Invisible Work

DIANA E. FORSYTHE

Medical Anthropology Program, University of California, 1350 Seventh Avenue, Room 101 San Francisco, CA 94143-0850, USA, E-mail: forsythe@sccm.stanford.edu

Abstract. Anthropologists have been using ethnographic methods since the 1970s to support the design and evaluation of software. While early use of such skills in the design world was viewed as experimental, at least by computer scientists and engineers, ethnography has now become established as a useful skill in technology design. Not only are corporations and research laboratories employing anthropologists to take part in the development process, but growing numbers of non-anthropologists are attempting to borrow ethnographic techniques. The results of this appropriation have brought out into the open a kind of paradox: while ethnography looks and sounds straightforward, this is not really the case. The work of untrained ethnographers tends to overlook things that anthropologists see as important parts of the research process. The consistency of this pattern suggests that some aspects of ethnographic fieldwork are invisible to the untrained eye. In short, ethnography would appear to constitute an example of invisible work. Drawing on my own decade of experience as an anthropologist working in design, I attempt to clarify the nature of ethnographic expertise, describe six misconceptions about ethnography that I have encountered among scientists, and present real-life examples to illustrate why quasi-ethnographic work based on these misconceptions is likely to be superficial and unreliable.

Key words: ethnography, anthropology, medical informatics, computers and medicine, qualitative methods, user studies, evaluation

1. Introduction

Many people look to computerized technologies to help solve problems of information access and management in work settings. If computer systems are to achieve this goal, their developers need detailed knowledge about both information-related problems and the nature of the settings in which these problems occur. Questions about work-related problems and their organizational contexts extend into the realm of the social. As the design world increasingly recognizes, social scientists can contribute to the development of more usable technical tools by providing useful answers to these questions. One research approach that has demonstrated utility in this context is ethnography, used for over a century by anthropologists and qualitative sociologists to illuminate real-world work processes and work settings.

Ethnography is useful at all stages of system development and evaluation. Since Lundsgaarde’s pioneering work in the 1970s (Lundsgaarde, Fischer et al., 1981),

Some Misconceptions about Ethnography

Anyone can do ethnography

- * Ethnography runs counter to common sense – it requires one to **identify and problematize things (be 'counter-intuitive'), things that may be taken for granted, or overlooked.**

Ethnography involves no systematic method at all - anything goes

- * A systematic method based upon **contrasting and drawing out nuances**, instead of trying to generalise across the board, at any cost.

Doing Fieldwork is just chatting with people, reporting what they say

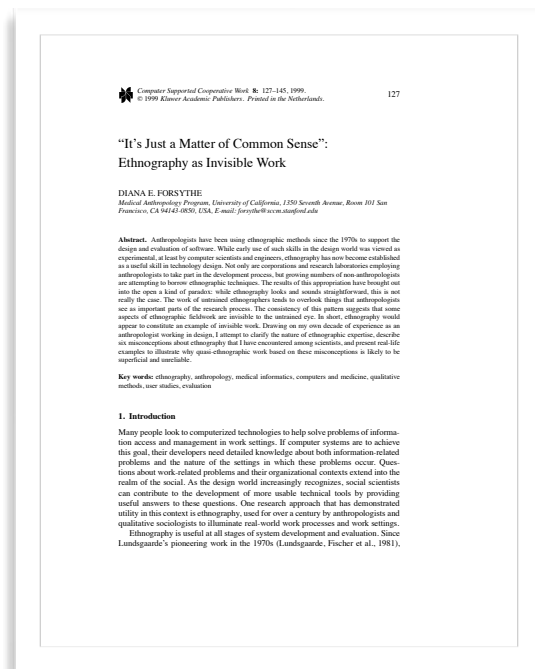
- * Initial issues and questions are carefully refined as (field)work develops. Ethnography does **not take what people say at face value**

To find out what people do, just ask them!

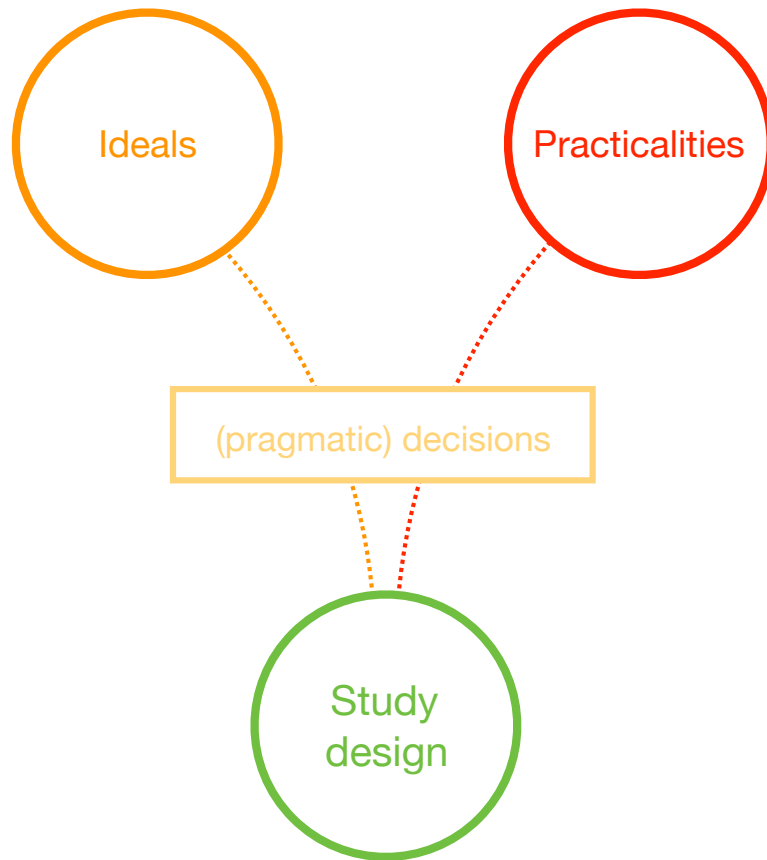
- * It is **imperative to observe people engaged in activity** as well as to ask them about it.

D. Forsythe (1999):

“It’s Just a Matter of Common Sense”: Ethnography as Invisible Work



Tensions



Some Constraints

- * Limited time
- * Lack of **access** to field
- * Lack of **interest** among respondents
- * Limited **funds** (travel, transcription, salaries, interpretators etc.)
- * **Legal issues** (e.g, 'personvern')
- * Project **politics**
- * The project **within a project**
- * **Security**
- * Etc.

Trading Participation



SERIE

Når ingeniører forsker
Lænetts ph.d.'er er i faldt svig med at skulle Danmark ny og spændende viden. En del af dem

er ingeniører eller har anden teknisk, naturvidenskabelig uddannelse. Man hvad har de egentlig gang i derude på laboratorierne,

i læsesalene og foran computer-skærmene? IDAvisen bringer nyt fra forskningsfronten.

IT til hjerter

Troels Mønsted følger i hælene på Rigshospitalets hjertelæger og sygeplejersker for at kunne designe et nyt it-system, der forbedrer behandlingen af ICD-patienter

af Karen Witt Olsen

En gruppe hjertepatienter i Danmark går rundt med en Implanterbar Cardioverter Defibrillator (ICD) - en slags pacemaker - i brystet. ICD'en holder øje med hjertets rytme og afliver et kraftigt stød, hvis hjertet slår for hurtigt eller langsomt. Specielt for disse ICD-patienter er, at de er kronisk syge - og at de bliver behandlet af forskellige læger, sygeplejersker og bioanalytikere på forskellige hospitaler på samme tid, fortæller ph.d.-studerende Troels Mønsted.

"Normalt giver én læge en patient videre til den næste, men sådan er det ikke her. Rigshospitalet ICD'en, mens det er nærhospitalet, der taler med patienten om medicinering og andre problemer som fx sukkersyge. Disse forskellige behandlere skal kunne følge med i hinandens arbejde - men det er umiddelbart svært, nærmest umuligt, med de

nuværende papirjournaler."

Med på hospitalet
Løsningen kan være et nyt it-system, hvor de forskellige sundhedsudbydere, kan følge med i hvad de andre laver af behandlinger og undersøgelser på ICD-patienten.

Det overordnede projekt hedder CTH (Co-constructing IT and Healthcare) og er et forsknings- og udviklings samarbejde mellem DTU, ITU, KU, CBS og Rigshospitalet - og det er her, Troels Mønsted kommer ind i billedet.

Den 28-årige ph.d.-projekt går ud på at finde ud af, hvilken viden der opstår omkring ICD-patienter på de forskellige hospitalafdelinger - hvad man deler med de andre og hvordan. Bl.a. ved at observere dagligdagen på hjertecentrene på Rigshospitalet og Bispebjerg Hospital.

"Tidligere på året fulgte jeg bl.a. en hjertelæge, der opererede en ny ICD

ind i en patient og en bioanalytiker, der fjernlæste en anden patients ICD på Riget. På den måde prøver jeg at sætte mig ind i, hvilken information de forskellige parter har brug for at dele," siger Troels Mønsted.

Prototype på papir
Næste skridt er at designe en it-plattform, der kan gøre informationerne tilgængelige for alle ICD-patientens behandlere. Lige nu er Troels Mønsted i gang med en række workshops, hvor bl.a. lægerne skal give deres bud på, hvad de har brug for fra et it-system. På papirpapir.

"Mitt projekt har en meget høj grad af brugerinddragelse. Derfor laver vi skærm billeder på papir, så alle kan se, at der ikke er noget i it-plattformen, der er lagt fast endnu."

En prototype skal være klar næste sommer, og så er it-systemet måske ude på Region Hovedstadens hospitaler om fem år.

"Hvis det bliver virkelighed, skal lægerne i fremtiden fx bruge mindre tid på at søge information. Så har de mere tid til patienten og til at få ny viden. Og så bliver behandlingen af ICD-patienter bedre," siger Troels Mønsted. ■



■ Troels Mønsted
■ 28 år
■ Ph.d.-studerende på Teknologisk Organisation og Arbejde (TOA)/DTU Management, 2009-2012
■ Udstøbet cand. IT fra Arhus Universitet (AU), 2008
■ Forskningsassistent på AU sans udviklingskonkurrence hos Organistar A/S, 2008
■ Forsker i at udvikle et regionalt it-system, her læger og andre - der behandler samme hjertepatienter - kan få oplysninger

NYT FRA IDA-NORDSJÆLLAND

Flere tilbud til medlemmerne

Samarbejde og "ædel kappestrid" giver øgede tilbud til medlemmerne

IDA er som forening kendt for at tilbyde sine medlemmer service og tilbud på flere områder.

Her holder Nordsjællands region sig ikke tilbage, og i 2009 har man allerede kunne konstatere et betydeligt udbyd af arrangementer fordelt på en række interesseområder.

I regionsrådet, der omfatter repræsentanter for såvel afdelinger (vi har tre i Nordsjælland) som udvalg, har vi fundet frem til en samarbejdsform der lader kreativitet og iværksind være nøgleordene ved valg af medlemstilbud.

Det giver dels et betydeligt udbyd af aktiviteter fordelt på en række interesseområder og dels sikrer en alsidighed

som medlemmerne gennem deres tilbagemeldinger - ofte direkte - sætter pris på.

Den nye ordning omkring regioner, afdelinger og udvalg, hvor det er de aktive kolleger, der leder medlemmernes pulsslag og opfatter signaler omkring, hvad der bør udbydes, har sat ekstra gang i arrangementer som en del af IDAs medlemstilbud.

For Regionen Nordsjællands vedkommende oplever vi en form for lokal kappestrid om, hvem der kan finde på nye emneområder, hvilken enhed der udfører flest arrangementer, og hvem der trækker flest nye deltagere til "duktetten".

Vindere er under alle omstændigheder medlemmerne,

der ikke kan undgå at få flere, bedre og forskelligartede tilbud - oplevelser, viden og kollegalt samspil.

Det er i øvrigt en fastslået kendsgerning blandt deltagerne, at det er ved at udnytte disse medlemstilbud, at man får en ekstra fordel ved at være medlem af IDA.

Vi er altid åbne for forslag til nye ting.

Sluttelig - vi kan altid bruge flere aktive medlemmer - de såkaldte "ildsjæle" - til at deltage og give en hånd med.

Ingar Lindgaard
Medlem af regionsrådet,
formand for Furesø-Egedal aft.

Uden øvre grænse

af Per Birch
Formand for Hillerød Afd.,
Kasser i Nordsjællandsregionen.

Per Wimmer - The Sky is No Limit - Making Big Dreams Reality: Vi har alle vores ideer, ønsker og drømme, som vi gerne så blive til virkelighed. Desværre forbliver mange blot tanker, ikke realiteter. Hvordan går man fra at få den store idé til konkret at gennemføre et stort projekt.

"Følg hjertet og vær fokuseret, vil Per Wimmer svare. Dette foredrag undersøger hvordan Per Wimmer gjorde sin gamle drøm om at flyve i rummet til en realitet.

Kernen af foredraget er Pers Syv Fundamentale Værdier (se herunder), men foredraget vil også berøre elementer som Globalt Teamwork, Lederskab, Teknologi, Pionerånden og frem for alt en rigtig god historie om en eventyrværksætter for hvem "the sky is the limit."

Foredraget vil indeholde video-optagelser fra træningsgen, vægtes flyvning, centrifuge træning og flyvning med russiske MIG-25 jagerfly.

Efter at have besøgt tæt på 50 lande på jorden, inkl. nogle af de fjernest liggende steder på jorden (besøgt Amazon-indianerne, gået på levende vulkaner på Hawaii, cyklet med hajer på Fiji, besøgt Afrikas og Sydamerikas sydligste punkter, trasket ihla-stien til Machu Picchu, besøgt Piskærene, kørt på Harley kyst-til-kyst i USA, fløjet med drageflyver over Rio de Janeiro, etc.) forbliver den ultimative rejse stadig: At flyve til rummet.....

Kom og oplev Per tage dig med til udforskede nye hader bogstaveligt talt - ude af denne verden.....

De Syv Fundamentale Værdier
1. Tænk ud af boksen. Vær altid åben for ny inspiration. Nye ideer kommer altid, når man mindst venter det.

2. Følg dit hjerte. Følg din passion og find ud af, hvad der præcis tæller for dig.

3. Fokus og udfærdig. Løst være med bare at snakke om det. Kom i gang med at gøre det. Og når beslutningen er taget, så udfør, udfør og udfør.

4. Stryk tiden. Tiden er den mest begrænsede ressource, vi har. Derfor gælder det om at udnytte den bedst muligt.

5. Teamwork. Summen af et fælles samarbejde er større end summen af resultater lavet hver for sig. Man kan nå mere i fællesskab.

6. Risiko contra belønning. Overvej hvad belønningen er, hvis tingene lykkes, i forhold til risikoen, hvis det går galt.

7. Inspirer andre. Uanset, hvad du gør, skal du inspirere andre, så de også kan udløse deres drømme. - Og husk at give tilbage.

Foredrag 28. oktober
- se kalenderen herunder

ARRANGEMENTSKALENDER

Dato	Arrangement	Arrangør	Arr.nr.
23.10	Tyroleratten på Fyrkroen i Gilleleje	NSB	92485
23.10	La Travala - Opera og menu	NSB	92313
23.10	La Travala - Opera	NSH	91671
24.10	Den Hirschsprungske Samling - Særudstilling med malerier fra Ribe Kunstmuseum	NSFE	92378
25.10	Vild med ævnerne/Lindy Hop i Helsingør 25. oktober og 1. november	NSB	92495
25.10	Fang dine egne fisk: Torsk, sild og måske også makreller	NSB	92241
25.10	Tret af kunst	NSH	91672
28.10	Den første dansker på vej i rummet - The Sky is Not Limit - Making Big Dreams Reality	NSH	91659
31.10	Omvisning på Diamanten, Det Gk. Bibliotek og trokost	NSFE	92242
01.11	Bowlingtæt og drier	NSFE	92376
04.11	Luk et værelse stille for 100 kr.	NSFE	92417
05.11	Tematten om Granit	BNSJ	92559
05.11	Teater - Farvel!	NSB	92595
07.11	Farinelli i Galakken	NSFE	92396
09.11	Forhandling - OVERBYGNING	TRU	91106
11.11	Team Shape Coaching Anders & Peter Lund Madsen	NSR-K	91664
15.11	Bundsting i DR Byen med frokostarrangement	NSR	92414
15.11	Koldkrigs-museum Stensfort	ENSJ	92486
16.11	Et Dukkehjem	NSH	91673
17.11	Vikingskibbesøg hos Novo Nordisk	NSFE	92623
19.11	Les Misérables	NSH	92568
20.11	International Bingo-banko aften og juletræer	NSFE	92622
21.11	Esrum Kloster & Møllegårds	NSB	91394
22.11	Bowlingtæt og drier	NSR-S	92372
22.11	Jazz og Brunch hos Thorvaldsen	NSFE	92507

IDA-NORDSJÆLLAND Tilsendt til IDAs arrangementer på ida.dk/arrangementer/Modeltilsendt/Saergsmal til regionens arrangementer: Gitte Halling, telefon 3318 9702, gih@ida.dk

