OBSERVATION 2 – TRANSCRIPT

(Note: Participant names are not anonymized because the data is released under an open license with full identifiers online at http://blog.melchua.com/2013/04/22/full-talk-transcript-psst-wanna-eavesdrop-on-my-research/#more-4376).

MEL: So that's enough talking from me. First thing we need to do is collect data. So if I can have my audience volunteer Jake, come up here… we're just going to do an informal quick mini interview, I asked him about this 10 minutes ago so there's been no prep. Jake, you told me that you've been reading the work of a researcher called Saraswathy, and I was curious what kinds of ideas you've been seeing and why you were so excited about this person.

JAKE: As you already know, and some people, know my research is a lot about entrepreneurship and how to teach entrepreneurship and whether or not entrepreneurship is useful for engineering students and in engineering education and why and and where does engineering and entrepreneurship mix. It was really exciting reading this book by Sara Sarasvathy because she is all about entrepreneurship but gets really heavy into philosophy and the types of things we've talked about in history and philosophy and design cognition and learning, especially the Herbert Simon's work about the — gosh just lost it — like, um the artificial science

MEL: Okay.

JAKE: You know not artificial as in fake but having to do with artifacts. That's the kinds of logic and problem solving skills that come out of that philosophy are really relevant to entrepreneurs. But I got excited about it because I know they're really relevant to engineers as well based on the things we've done in our classes. So it's been really cool to see how she applies that to entrepreneurship and I could see if we were trying to teach our students in engineering those types of logic and those ways of thinking, that would be really useful in both fields. There's kind of a common philosophical foundation for both of those fields if we line them up right .

MEL: For the fields of engineering…

JAKE: Of engineering and entrepreneurship.

MEL: Yes, and the common philosophical foundation is…?

JAKE: Mostly like the theoretical work of Simon around that, you know, artificial science and Saraswathy goes into detail on the way she sees that logic working. She calls it effectual logic as being different from other types of logic. It's those kinds of problem solving skills she found in her research that entrepreneurs use as they try to solve entrepreneurial problems.

TEXT COMMENTARY FROM AUDIENCE: Pointing to what stands out – connection – connecting one body of work to another – exciting to see connections

MEL: Cool. I'm going to pause here for a moment. When we go through this in a second we'll talk about how this was similar to and different from a normal interview, but for right now, roll with me here. I'm going to need you for a couple more minutes.

JAKE: That's okay.

MEL: License data. So right now we have collected this interview data. The transcript is already there. It doesn't belong to anyone per se, so I need to specifically give Jake the copyright for it. There's a nice little template here to do that.

I, Mel Chua, hereby irrevocably transfer to Jake in perpetuity the transcript of the thing that we just said here on the 18th of April in the engineering education seminar. Done. What that does is it legally gives Jake all the rights to this transcript. So from a research subject standpoint, he now has all the power for everything about the data. I can't use the data for my research until he says I can.

So the next thing is then you can ask your subject, okay, now that you own that transcript, we're going to try and come up with an open licensed version of it by applying a creative commons license. These kinds of licenses can grant certain kinds of rights. You can give people the right to share your work, remix your work but there's always an attribution clause that requires that if you

use my stuff you must cite me. So there are no worries about people scooping me and running away because they have to point back to my dataset in any work they do. So Jake, what I'd like you to do is if you can come over to– we have your transcript up on the screen here…

JAKE: Okay .

MEL: I'd like you to look over it a bit and see if there's anything you would like to take out or correct.

JAKE: I mean do you want me to go through this and do it?

MEL: Yes.

JAKE: I don't know off the top of my head I would– am I able to do this right here? There's no way that our transcriber would guess the spelling of the name [Saraswathy] from me saying it… (Jake corrects some typos)

MEL: We're correcting the spelling of the name.

JAKE: Yeah, um, I mean I can do a couple more of those if that is helpful. I don't know what kinds of things. There's nothing in here that I'm against having shared if that's where we're going

MEL: Yeah, pretty much. And is there, as you look through this are there any patterns or things that come to mind of "oh, I said that?"

JAKE: I– probably just I mean the big theme is that is connection, you know, trying to find, and I guess that's a big theme of what I'm trying to do anyway is connect this body of stuff to this body of stuff and get them together. I guess the part that excites me about the things I'm reading is when it is helping to draw those connections that I'm trying to find.

MEL: Thanks Jake.

JAKE: Okay. I'm safe to go home?

MEL: Yeah, cool. [Audience laughter]