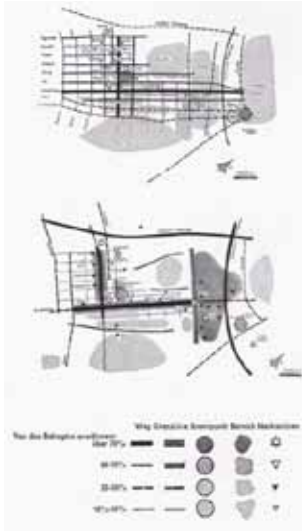


MASTER
MA 3 / PJ 1-3 / SP & 2.2 (PIV)
Wintersemester 10/11

OBERE STADTSPREE



Results of interviews on the
“imageability” of the city of LA.
Kevin Lynch

>>> EXERCISE 4 . surveys & interviews

*Die Städte sind für dich gebaut. Sie erwarten dich freudig.
Die Türen der Häuser sind weit geöffnet. Das Essen
Steht schon auf dem Tisch.*

*Da die Städte sehr groß sind
Gibt es für die, welche nicht wissen, was gespielt wird, Pläne
Angefertigt von denen, die sich auskennen
Aus denen leicht zu ersehen ist, wie man auf dem schnellsten Wege
Zum Ziel kommt.*

*Da man eure Wünsche nicht genauer kannte
Erwartet man natürlich noch eure Verbesserungsvorschläge.
Hier und dort
Ist etwas vielleicht noch nicht ganz nach eurem Geschmack
Aber das wird schleunigst geändert
Ohne daß ihr euch einen Fuß ausreißen müßt.*

*Kurz: ihr kommt
In die besten Hände. Alles ist seit langem vorbereitet.
Ihr braucht nur zu kommen.
(Berthold Brecht)*

This exercise will focus on quantitative and qualitative data collection through surveys or interviews in – or on – the area of your site along the river Spree. While a survey is a investigation on the opinions or experience of a group of people, based on a series of written-down questions; the interview is generally a meeting of people face to face, asking and answering questions as well as leading a conversation.

part A : preparation

Your task is to examine and record crucial aspects of the current status and understanding of the area in relation with the river Spree, focusing on the public opinion. To do so you will conduct a survey or an interview. To exclude randomness scientific investigations of these kinds normally include a large number of people. As you will not have the chance or time to make a strictly scientific research you have to be very precise with the kind of topic you want to examine and the kind of target audience you choose for your interview.

Working method:

1// Research

Choose to conduct a survey or an interview and choose the right method and tools for your undertaking. Remember: You are the surveyor or interviewer and you have to prepare your opinion collection well!

- _ What is the result you want to achieve?
- _ What is the information you need to collect?
 - differentiate e.g. between written and drawn answers
 - be careful: do not ask for very complex tasks to be completed

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- _ What are the questions you need to ask?
 - differentiate between yes /no questions and open questions
 - be careful: do not ask unspecific questions
- _ Where will you collect the data, at one spot or at several locations?

2// Prepare your questionnaire

Prepare a short questionnaire with **6-8 questions** or tasks. These questions or tasks need to circulate around the topic of water and/or the site along the Spree. Include general information of the surveyed or interviewed person as age, occupation, and gender directly in your data collection. Will you speak to your audience or just ask them to fill in the questionnaire? Do you need any other tool than pen and paper, like a camera, tape or videotape recorder?

* When conducting the survey or interview, let people know that this information is for educational purposes.

3// Hold your survey or interview

Be prepared to ask between 60-80 people. While interviewing, write down important "side information" as date, time, and the place where you hold the interview or survey.

4// Evaluate and analyze your results

The evaluation is crucial to this exercise. Depending on your intention and kind of opinion collection you did, you can choose to document your work with numbers and text or you can choose to document it graphically using a matrix or another kind of diagram. Maybe you can – or even have to – map your results.

Document all important aspects of your survey. Where did you hold it? How many people have you asked? What is the result of the answers you have collected?

Finally, produce one final representation documenting the result(s) of your survey or interview.

Reflect: How can this result lead to an important aspect of your overall research on our site and to what extent can it indicate potentials for future developments along the Spree in this area?

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* Reading tip:

Lynch, Kevin (1965), Das Bild der Stadt, Bauwelt Fundamente Bd. 16, Frankfurt a. M., Ullstein

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part B : presentation

on Thursday, 25.11.2009 (time as announced)
in a202

Choose to present digitally, using a data projector, or bring your print-outs. Present the documentation of your opinion collection, the final representation of your results as well as your prospective conclusion in a maximum of 20 minutes.