Reflective questions

You might like to reflect on a setting with which you are familiar. Are there seemingly 'irrational' choices made by some of the 'actors' in your chosen scenario (be it work, leisure or study)? Think how you might apply some of the research techniques discussed above to tease out why these seemingly irrational choices are made. For example, people continue to eat 'unhealthy' food even though they are well aware of its negative aspects. What do you think might be the reasons? What might you do differently as a policy-maker hoping to address these negative outcomes?

Reflective questions

Consider your own work setting, or somewhere you are familiar with, such as a school or a health clinic. Are there systems in place there that you feel could be improved if only the experiences of workers or users had been taken into account? List the ways in which these views might be made known (e.g. through a questionnaire survey, a suggestion box, one-to-one interviews, participant observation/ethnography). What might be the advantages and disadvantages of each?