

WORKSHOP

CREATIVE METHODS IN QUALITATIVE RESEARCH

WITH MATTHEW REASON
PROFESSOR OF THEATRE AND
DIRECTOR OF THE INSTITUTE FOR
SOCIAL JUSTICE, YORK ST. JOHN UNIVERSITY

WHEN: OCTOBER 4TH 10-12.15

WHERE: BUILDING 1584
ROOM 226

HOW:

This session will explore how I have utilised a range of creative methods in audience research and provide an opportunity to share experiences in the room. In particular, I will introduce some key methodological frameworks I have developed through reflecting on my own practice:

- Affordances (why, when and for what purposes we utilise creative methods)
- Doing creative methods (practice, relationality, playfulness, temporality, materiality)
- Thinking creative methods (going beyond data and analysis, presentational knowledge, destabilising meaning, more-than-representational knowing)

The session will follow the structure of my book chapter: 'Creative Methods and Audience Research: Affordances and Radical Potential', in Reason, M, Conner, L, Johanson, K & Walmsley, B Eds. (2022). *Routledge Companion to Audiences and the Performing Arts*. London: Routledge.) It will mix discussion and presentation with some creative tasks engaging with doing and thinking about creative methods.

SIGN UP (DEADLINE SEPTEMBER 27TH)
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