

Research Plan for Ph.D. Application

*Instructions and examples are shown in *italic*. This form is to be completed in 'normal'.

Research Title

*ex) The Deployment of Affordance as a Design Strategy for Sustainable Consumption**

Sub Title (if any):

Keywords:

Name of Candidate: *ex) HONG, Kil-Dong*

Date: *ex) 12 January, 2009*

Department: *Industrial Design*

Relevance to Design

(This section should clearly address issues such as how this study can make contribution to design and what is its significance to design.)

Aims of Research (4 ~ 6)

(Aims are the goals of research. Aims include fundamental research questions, and have to embrace the complete scope of the research. Therefore, successful satisfaction of all the aims leads to a successful completion of the research itself. Aim no 6 (To add to the understanding of~) is mandatory to all Ph.D. thesis. Aims start with 'To~' as shown in the examples below:)

ex)

- 1. To establish the current behavioral patterns regarding sustainable consumption in South Korea.*
- 2. To identify impetus for, and investigate different models of sustainable design in corporate environment.*
- 3. To examine if the notion of affordance can be deployed as a design strategy to influence consumer behavior for sustainable consumption, and identify other necessary elements that can contribute to maximize the effect.*
- 4. To develop strategic guidelines for the deployment of affordance to induce sustainable behavior within the design process.*
- 5. To test the guidelines using pilot design projects in real corporate environment.*
- 6. To add to the understanding of affordance as design strategy for enhancing sustainable consumption.*

Background/Rationale/Assumption (Qualitative)/Hypothesis (Quantitative)

(Background establishes the current thinking in the field and why your particular research is necessary/valuable)

Objectives and Methods (Mapped to Aims)

(Objectives are break-downs of aims (sub-aims) to achieve aims. Methods are a set of action plans with which the researcher can achieve the objectives. Therefore, the students are required to decompose the aims into objectives and methods to describe the goals of the research and how they would achieve them).

(ex)

Aim 1

Objective 1: To define sustainable consumption

Method 1: Literature search. 'Sustainable Society' by Robert Harley, 'The Green Consumer' by Dick Hopkinson, 'Sustainable Products for Discerning Customer' by Donald Johnson (Journal of Sustainable Marketing)

Method 2:

Objective 2: To establish different modes of sustainable consumption

Method 1: Literature Search.

Method 2:

Objective 3: To classify behavioral patterns regarding consumption of products and services.

Method 1: Literature search. Consumer Behavior Report by Consumer Research Foundation

Method 2: Questionnaire from 100 respondents sampled to reflect the major target consumer groups in S. Korea

Aim 2

Objective 4: To investigate the current policy and practice for sustainable design in major manufacturers

Method 1: Semi-structured, in-depth Interviews with appropriate personnel from LG Design Center, Samsung Design, Hyundai Motor Design Center

Method 2: Qualitative analysis of the interview data using text-mining method

Objective 5: etc., etc....

Stages in Argument

(This section should present a logical flow of the argument (what you are trying to say through research) in stages. Not necessary to follow the same order as the research aims)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- .
- .

Expected Research Outcome

Research Schedule

Annotated References

(In this section all the references student reviewed so far for the study are listed up with the 4-5 lines of annotation (summary). In the body text, references must be quoted in the Harvard style, NOT as footnotes.)

Examples:

- *“Design leadership is about turning company’s vision into reality (Smith,2005)”*
- *“Saco (2008) maintains that manufacturers are going to develop and promote more service innovation than service companies.”*

Cooper, L. A., & Shepard, R. N. (1973). Chronometric studies of the rotation of mental images. In W. G. Chase (Ed.), *Visual information processing* (pp. 75–176). New York: Academic Press.

Dyson, M.C. and Box, H. (1997) ‘Retrieving Symbols from a Database by their Graphic Characteristics: Are Users Consistent?’, *Journal of Visual Languages and Computing* 8(1): 85–107.

Chandler, D. (1995) ‘Technological or Media Determinism’, <http://www.aber.ac.uk/~dgc/tecdet.html>, accessed May 2008