

A photograph of a person cooking on a brick stove in a rustic kitchen. The stove is made of brick and has a metal pot on it. The wall is made of mud-brick and has several pots and pans hanging on it. The person is wearing a red shirt and is standing next to the stove. The text "Culture-Centered Design for Field Programs" is overlaid on the image.

Culture-Centered Design for Field Programs

An Introduction to Design Anthropology

Kim Forrest

STOVE
TEAM
INTERNATIONAL®

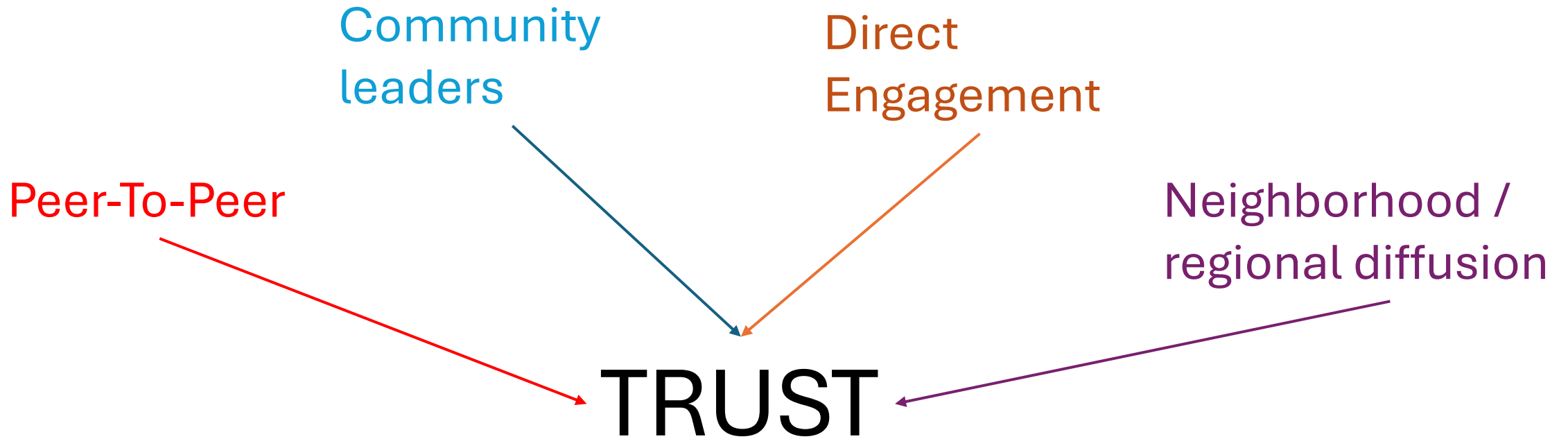
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Strategies Reliant on Social Relationships



(cf. Adrianzén 2014, Bonan et al. 2017, Goodwin et al. 2015, Jürisoo et al. 2018, Kumar et al. 2024, Lambe et al. 2020a, Matavel et al. 2023, Pine et al. 2011, Williams et al. 2020)

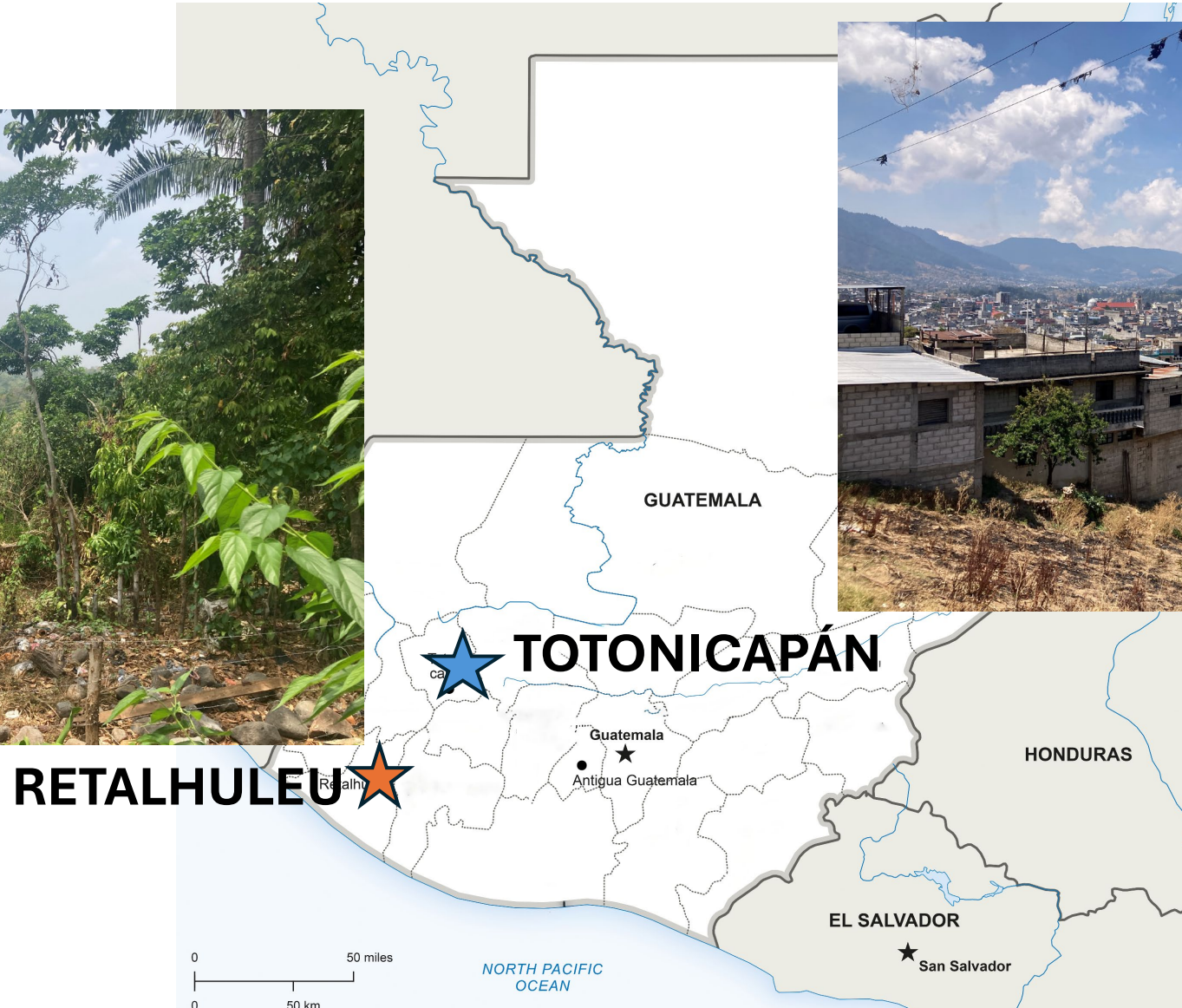
Design Anthropology Approach

| Interventions Rely On: | Design Anthropology Adds: |
|---|---|
| User-Centered Design: <ul style="list-style-type: none">• Stove or Service | Observation and analysis tools of Anthropology |
| Harness: <ul style="list-style-type: none">• Social Systems• Motivations for Behavior Change | Rich descriptions of driving values and beliefs (Kilbourn 2013, Prendiville 2015) |
| Shift around cooking | Culture unfolding in response to design (Miller 2018, cf. Gatt and Ingold 2013). |

StoveTeam International in Guatemala



- *Ladino* (non-Indigenous)
- Agro-industrial economy



- K'iché Maya
- 48 Cantones
 - Semi-Autonomous Government

Methods

Research:

Semi-structured interviews (8 households)

- Trust
- Stove Receiving Process

Analysis:

Ethnography (trust)

Participant Journey Maps

- Visually represents experience: highs and lows

Design:

- Apply insights to existing and new programs



Retalhuleu: Trust in Individuals

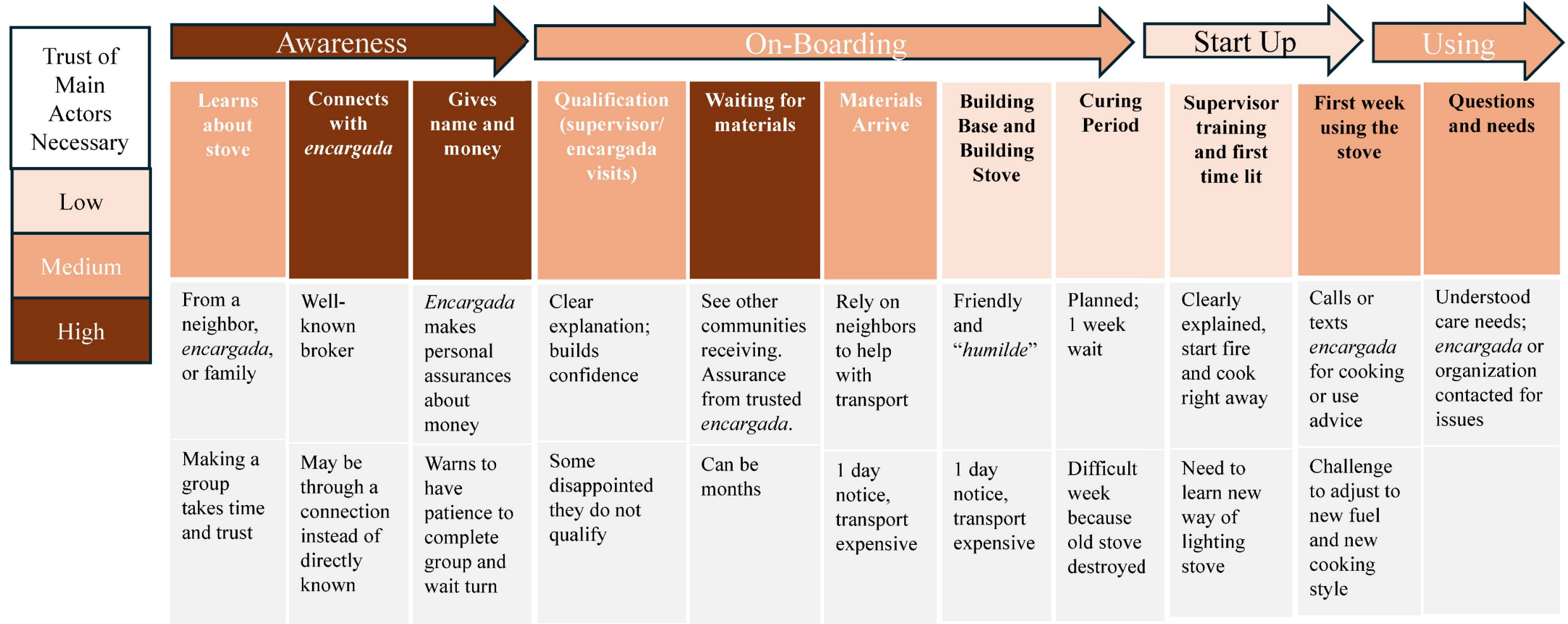
- Informal social services → Network
- Brokers: “Encargadas”
 - Exchange resources they don’t own for social benefits

Trust is based on:

- Individuals and personal character:
 - hardworker
 - helper
 - sociable
 - reliable



Encargadas Key To Recipient Trust



Trust in Design

Encargadas:

- Unique social position
- Motivated by reciprocity
- Increased Support

Other actors:

- Supervisor
- Workers
- Organizational brand



Totonicapán: Trust in The Collective

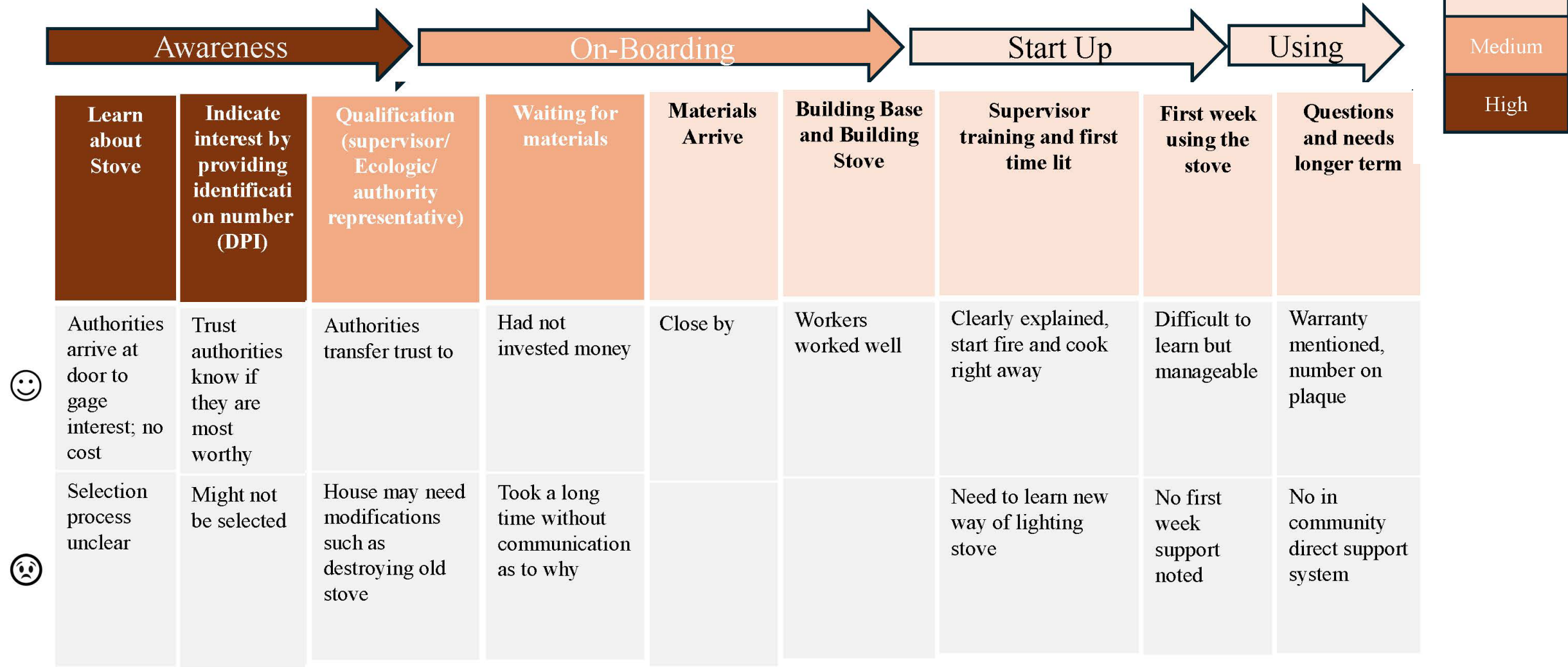
- Indigenous Cargo System:
 - Authorities “lead by obeying” (cf. García-Bravo and Parra-Vázquez, 2020)
- Restrict access to protect insiders
- Authority approval → transfer of trust

Trust is based on:

- Being known/approved
- Interpersonal trust – confidentiality



Collective Authority Key to Recipient Trust



Trust In Design

Deferral to authority decisions

- Approval
- Selection

Personal trust inaccessible

Networks small and closed

Consider:

- Collective authority training
 - Recipient selection
 - Support?



Thank you!

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