Creativity and intelligent research in design: the use of quasi-experience

Fernando MOREIRA DA SILVA
CIAUD, Lisbon School of Architecture, Universidade de Lisboa, Lisbon, Portugal
E-mail Fms.fauti@gmail.com
ORCID: 0000-0002-5972-778

Abstract
In research, when we talk about areas such as Design or Architecture, we often think of the need to use applied research at a certain point in the research process. Given the lack of practical methods and tools to support research development when using Research by Design or Research through Design, it is necessary to acknowledge and know how to use practical and interventionist methodologies in a creatively and intelligently way that can lead to rigorous and scientific results. Among these methodologies, we highlight the Action Research and the Quasi-Experience. This paper focuses on the Quasi-Experience methodology, underlining how it is used, and demonstrating its advantages and limitations. Quasi-experimental research involves the manipulation of an independent variable without the random assignment of participants to conditions or orders of conditions, and it is generally higher in internal validity than correlational studies but lower than the experience methodology. Although this methodology does not meet all the requirements of experimental methodology, its intelligent and creative use in design has allowed researchers to achieve results of high validity.

Keywords: Interventionist research methodologies, intelligent research in design, quasi-experience research, creativity in research