

# Empathic field research

Psychology



**ASSIGN  
BUSTER**

Program Supervisor's 27 January Empathic field research Examples that the text provides identify ability to develop an in-depth understanding of phenomenon, through empathy. The text's example of learning from fishermen explains this through developed ability receive and interpret information. Empathy however plays an important role in these processes because a high level of empathy can blur a focus and lead to bias while a low level of empathy can be a barrier to understanding a situation. The chemical and neurological explanation of empathy also supports the ability to develop deep meaning because balancing levels of oxytocin and cortisol have the same effects, on understanding, and balancing the level of empathy (Battarbee, Suri, and Howard 2, 3).

### Research design

The following is the research question for the project.

How can banks and credit unions better serve people like you?

In order to undertake the study, I visited my bank and several other banks and credit unions in order to experience their services. I then proposed design empathy with observation and phenomenology for collecting data that I would analyze using my rationale and experience with the service providers. Observation involves witnessing phenomena while phenomenology involves developing an understanding from a people's experiences. I then approached my friends, explained my research scope and interest to them, and asked them to be my research participants. For those who consented, I accompanied them to their banks or credit unions and either observed them being served or interviewed them immediately after being served. The study identified three issues that the participants were not satisfied about and than needed improvements. These were the <https://assignbuster.com/empathic-field-research/>

facilities' numerous terms for accessing financial services, and high cost of financial services. The results therefore shows that banks and credit unions can improve their services through increasing accessibility of financial services, by reducing number and burden of terms, and through lowering cost of offered services such as interest rates.

#### Gained insights

I realized that empathizing with people, especially when there is concordance, improves an understanding of experiences. This is because I recognized and understood issues that I had previously ignored in my personal experiences such attitudes of the banks and credit card companies' employees and its effects on clients.

#### Works cited

Battarbee, Katja, Suri, Jane, and Howard, Suzanne. " Empathy on the edge: Scaling and sustaining a human centered approach in the evolving practice of design." IDEO. N. d. Web. January 27, 2015. < [http://www.ideo.com/images/uploads/news/pdfs/Empathy\\_on\\_the\\_Edge.pdf](http://www.ideo.com/images/uploads/news/pdfs/Empathy_on_the_Edge.pdf)>.