Sidra notes: Wednesday 13 May

Project: looking at the (western) representation of women artists of Pakistani heritage at UAL and their experiences of pursuing creative careers.

Discussed strategies for 'finding' people: online ~ social media (instagram, facebook)
- Develop a list of # 'keywords' to search i.e. 'University of the Arts London', 'women', 'artist', 'creative', 'industries', 'careers', 'student', 'graduate'
- Think about what might appeal to people as an 'exchange' for their thoughts and experiences (contribution to your research)? Could you share their work online? Are you starting to develop an online platform? Do you have longer term aspirations? Is this the start of a society? Meet up? Support network? Crit group? Something else …
- Refine your 'ask' to maybe 3 questions, let people know that they can remain anonymous.
- Develop 'assets' (images) for your three questions and 'ask' for use on social media ~ people are much more likely to 'share' and respond if it is visual and you have prepared something for them to share :)
- Contact Shades of Noir at UAL and Connect To (I will email link you to Connect To, Shades have an email and promote others events via website)
- Explore and reach out to individuals/platforms and organisations
- Take a look at @TheOtherBox @TheBlackbirdLondon @OOMKzine @Rabbitsroadpress (not all specifically/only Pakistani/women/or UAL but may help connect to graduates or wider context or give you ideas)

Discussed 'action research':
- Remember that redefining your project as you go IS part of the work and part of your project as this type of research is iterative (research, take action, reflect, take action, research, reflect etc.). Part of your assessment will include sharing your thought process, changes in direction and why you did what you did (including what the barriers were).
- Use your keywords from your social media search to create a 'word cloud' and USE these to also seek out journals and reports about your topic via the library search. You can also reach out to librarians for help with this. There will definitely be research that offers wider context to your shared lived experience and might reveal wider issues etc. This search will form your 'secondary' research sources which will back up your 'primary' findings (insights from your discussions and interventions). ALL of this can be presented back in your submission.
- Don't forget you have already done a lot and connected to people and found out a lot, this is all part of the work too!
- It might help at this point to try and define what your intervention is… i.e. is it reaching out and sharing experiences? Platforming others on instagram? Primary research towards developing an intervention (peer to peer support group or some kind of 'toolkit' - have you seen this by Collective Creativity? >>> 'Surviving Art School' >>> What tool might support Pakistani women creatives? Where 'could' these conversations go or be 'held'?