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## HCI Research in the Wild – Action and Research for Societal Impact

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**Abstract** - When conducting research in real life settings it is not uncommon that things do not turn out as planned or expected. But, that is not wrong, it is a natural part of all research conducted in and on practice. This talk will introduce a methodological framework for the study of practice called Action Research and discuss what effect an action research approach may have on the selection of research problems, on the selection of methods and subsequently on the progress of the entire research career. Action research brings together theory and practice in action and reflection with the purpose of dealing with real and actual practical problems in a collaborative fashion to achieve worthwhile purposes.