IPD  AD420 ME444  MKTG594 Motorola Project

Topic  Global challenges in doing ethnographic research

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Ethnography is a philosophical orientation that says that knowledge about people’s experiences should be represented from the modalities of the people studied.

Source: Me
How do you know what are the modalities of the people studied when you are impaired in:

- Speaking the language (verbal and non-verbal)
- Understanding the conceptual frameworks (what matters)
- Distinguishing unique patterns or the meaning of those patterns
You will never know, but you have to act the best that you can and accept the situatedness of your knowledge.
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<td>Topic site observations</td>
<td>In-context interview</td>
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**Field research schedule** confronting situatedness
Field research schedule__tour

Day 1: City tour with guide

Day 2: Something to do while jet lagged

Provides overview of the place in terms of locations and neighborhoods to return to later

Exposure to the dominant narratives about a place
Observation is watching people in action in order to learn about their routine behaviors and interactions with objects. Optimized observations consist of:

- A focus on specific activities, but an awareness of other interactions
- Some asking of clarifying questions to ground the behavior in user intent
- Done in context
- The capturing of images through still or video digital cameras

Observation activities include specific user shadowing, anonymous field observation, and hanging camera.

Observations _people actually do and use_
At beginning, exposure to the environment and interactions of people with each other and objects. Learn non-verbal “language” of the place.

At end, see how more in-depth understanding changes your earlier assumptions about what you saw in the beginning.
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<th>Environment</th>
<th>People profiles</th>
<th>Interactions</th>
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<td>Time</td>
<td>Time</td>
<td>Time</td>
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<td>Lay out</td>
<td>Age</td>
<td>Who involved</td>
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<td>Quality of outcome</td>
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**Observing** what to look for
Observation
10 other people would generally write down the same thing and it would mean the same thing

The carpet was brown with white spots.

Impression
A characterization of something that would be open to a lot of interpretation.

The carpet was ugly with dirty gray spots.
Need to capture both observations and impressions but keep them distinguished.
Interviews include both dialogues and activities that seek to learn how people understand their experiences and interact with objects. Key attributes of optimum interviewing are:

- A focus on general issues
- Conducted “one-to-two”
- Made up of open-ended questions
- Done in context
- Best complemented with interactive exercises

Other kinds of interviews include expert, phone, and network interviews.
Field research schedule

**Day 1**
- Collect a variety of themes of what people say from a larger set of people (6-10)

**Day 2**
- Test how people interact with different mobile technologies differently (laptop, phone, PDA)

**Day 3**
- Topic site focus group

**Day 4**
- Topic site focus group

**Day 5**
- Topic site focus group
Field research schedule

Day 1: Get deeper understanding of the meaning behind attitudes, behaviors, actions, and interactions.

Day 2: Expose contradictions between behaviors and actions.

Day 3: In-context interview

Day 4: In-context interview

Day 5: In-context interview
Technique _in-context interview
Interviewing degree of control

Informal  Unstructured  Semi-structured  Structured

Little control  Lot of control
Be yourself
Show interest in other people
Interviewing probing techniques

Silent
Echo
Uh-huh
Tell me more
Long question
Do not lead
Baiting
Interviewing challenges of respondents

Too responsive, talk too much or on wrong topics
Non-responsive, talk too little
Speak a different language
Participant demographics

About daily life

Specific questions about what they do

Specific questions about what they think

Specific questions about what they use

Exercises to get a deeper thoughts or processes

Wrap up
Form into pairs
Use interview protocol
Follow instructions on card for 5 minutes
Exchange roles of interviewer and interviewee
What people say and what they do may not match due to lying, forgetfulness, or self-presentation.
Observation
Digital camera
Voice recorders
Observation booklets
Camera phones and moblogging
Video camera

Interviewing
Digital camera
Voice recorders
Interview guide
Video camera
Cards for sorting
Technology for testing

Tools of the trade
Safety

Work in pairs (buddy system)
Always have phone numbers of all travel partners
Check in after interviews
Have written version of all major addresses in language of country
Be conservative in actions and expressions
Read your own body language
Questions