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Ethnographic research paper example

Ethnographic photo essays that students from Anthropology 380: Visual and ethnographic techniques presented here are examples of how IWU anthropology students learn to conduct ethnographic research with visual media - in this case, still photography. One of the problems students in this course face is deciphering the differences between photojournalism, which they are more exposed to through glossy magazines such as National Geographic, and visual anthropology, under the field of anthropology, which has its own set of different methods. One of the most important points of difference is that while journalists are bound citizens in general, anthropologists owe the community a stage of study, and their main directive is not to harm them in any way. To support this method of work, students carefully select a community in which they are interested, spend time building understanding with members of this community, conduct ethnographic interviews, observe and participate in community events, and work with community members at all stages of photo-essay: theme selection, image production, image selection. What are the results of photo-essays prepared through collaborative research techniques that enhance the self-awareness of the community being studied (achieved in the process of visual self-examination) and a more enlightened view of the community by outsiders. In 2013, Anthropology 380 focused on immigration as part of the Make Human Rights Real training group. For more information, please read the news. 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For market research purposes, ethnography is an indirect methodology in which consumers experience natural behaviour in their daily environment. Ethnography allows researchers to immerse themselves in the lifestyle of consumers to understand in detail and in depth their point of view. Traditionally, ethnographic research will involve researcher observing behavior either in person or using cameras pre-installed in participants' homes, workplaces, etc. In the traditional approach, logistics alone make this method expensive and time-consuming and with technological developments going at a pace (we are on the 7th version of the iPhone already!); the transition of ethnographic research into the digital environment is a natural step forward. The main difference between traditional and digital ethnographic research is the toolkit used by the researcher. In the traditional version the researcher will use cameras, notepads, etc., while in digital ethnography they use social networks, smartphones, online blogs, etc. The transition of ethnography to the environment of digital market research requires new tools- These are a few examples of ethnographic research in action:1. Social Media AnalyticsSocial media is used by 2.3 billion people, and any Internet user has an average of 5.54 social media accounts. If we look at Twitter alone, there are 500 million tweets sent every day and Twitter has 310 million users every month. This shows the volume of consumer feedback available to researchers. Social media posts are in no hurry - there is no indication from the content researcher. Messages are divided organically into topics that are important to the consumer at a given time. This makes social analytics a great example of digital ethnography2. Eye TrackingWhat may be better to understand the natural behavior of the consumer than to see what they see. Eye tracking has several uses in market research, from understanding customer behavior to measuring marketing effectiveness, exploring how consumers interact with digital content. All that is required for participants to wear glasses that track their eye movements as they shop, browse the internet, etc. 3. ScrapbooksWhilst notes are not as complex as eye tracking, they are just as effective in allowing consumers to show you what surrounds them, what attracts their attention and what they find visually appealing. Participants simply submit photos of objects, places, or situations that stand out to them, or they feel they have had a significant impact on their decision. In this way, researchers can re-immers themselves in the consumer environment4. Discovery Forums When a picture is worth a thousand words, sometimes it's the words that matter. Describing day-to-day routines, behavior around the home or interacting with specific people (such as family members) is sometimes easier to lip service to. In addition, the anonymity created by the online environment encourages consumers to open up and write very deeply. Anonymity, created by an online market research forum, encourages consumers to write with great depth5 Vox PopsAnother digital ethnography format Vox Pop video. This activity uses the high interaction of consumers with smartphones and their sophistication in the interests of the researcher. Participants record short video messages where they think out loud and share these thoughts with the researcher almost instantly. This activity is also a very good way for participants to show how they do things: for example, how they interact with the product for the first time. Do they read the instructions or dive straight in and find out by trial and error?6. Online Diaries You who kept a diary know that's a great way they should record their daily experience. Thus, online diaries are a great way to get to know your customers. By nature, online diaries allow researchers to read records on the spot, giving them an immediate insight into the lives of customers. For best practices and more benefits of online diaries in market research, visit Annette Smith's blog: Everything you need to know about online diary research. Page 2Harvard Business Review identifies as an industry of anthropology that involves trying to understand how people live live For market research purposes, ethnography is an indirect methodology in which consumers experience natural behaviour in their daily environment. Ethnography allows researchers to immerse themselves in the lifestyle of consumers to understand in detail and in depth their point of view. 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