Making it Matter: Using Video Ethnography

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Overview
- Video ethnography
- Observation
- What is the value?
- Working with ethnographers
- Making it matter: Depaul case study
Video Ethnography

**Purpose**
- Cultural description
- Relies on observation
  - to learn the ‘cultural logic’ - how people respond to the situations they find themselves in
- The meanings people attribute to people, places and things
- Observe behaviour in context
- To create, impact, change to drive strategic thinking

**Characteristics**
- Open ended, discovery orientated
  - guided by enquiry
- Knowledge should emerge naturally
- In context
- Dependant on developing good relationships
- Value comes from seeing and revealing
Observation

Gaining an intimate access to the behaviours of people’s experiences and services
Co-discovery

Decoding what people see themselves doing and the meanings they attach to their behaviours
What is the value?

As a standalone technique:

- It demonstrates **context of people’s lives** as they move through the different environments they encounter
  - from waking up to going to bed
- Understanding social behaviour - **seeing what people do** not what they say they do
- Ethnographic research is **real-time research**
  - Its about observe and understand decision-making as it is happening; what drives the decision-making and how the decision itself is enacted
What is the value?

In conjunction with other techniques:

Divergent thinking
- Identifies issues that were previously unknown, or not well understood
- Frames questions to investigate

...or convergent thinking
- Filmed outputs *bring to life the findings*
- Develop communication films
Doing ethnography
Recruitment

• Recruiting the right participants is key
• Aim for 4-8 participants
• Develop pen portraits
• Provide consent forms and information sheets
• Work with people who want to tell their story
Challenges during fieldwork

- Capturing naturally occurring behaviour
- Moving between insiders perspective and the outsiders perspective
- Remaining naïve, curious
Challenges during fieldwork

• Reciprocal understanding
• Treat people as experts not respondents
• Work to capture behaviour on day 2 day 3
Insight and strategy

- Workshops with stakeholders
- Identifying unmet needs
- Service experience
- Longitudinal studies
- Ethnographic research supports
  - Behaviour change programmes
  - Educational materials
  - Online collaboration tools
  - Internal communication films
Need to demonstrate to stakeholders the multi-faceted challenges of some of Depaul UK’s client’s including:

- Their everyday concerns, fears, hopes and aspirations
- Who they look to for advice and support
- Which services they value and how they are being accessed
The report launched in Parliament on April 18 2012 by Depaul UK and AstraZeneca, as part of their work on the Young Health Programme

- Recommendations for policy makers, Health and Wellbeing Boards and commissioners for more integrated services
- Stories shared on digital channels (YouTube, vimeo) as well as Depaul UK’s website and AZ’s global intranet site