

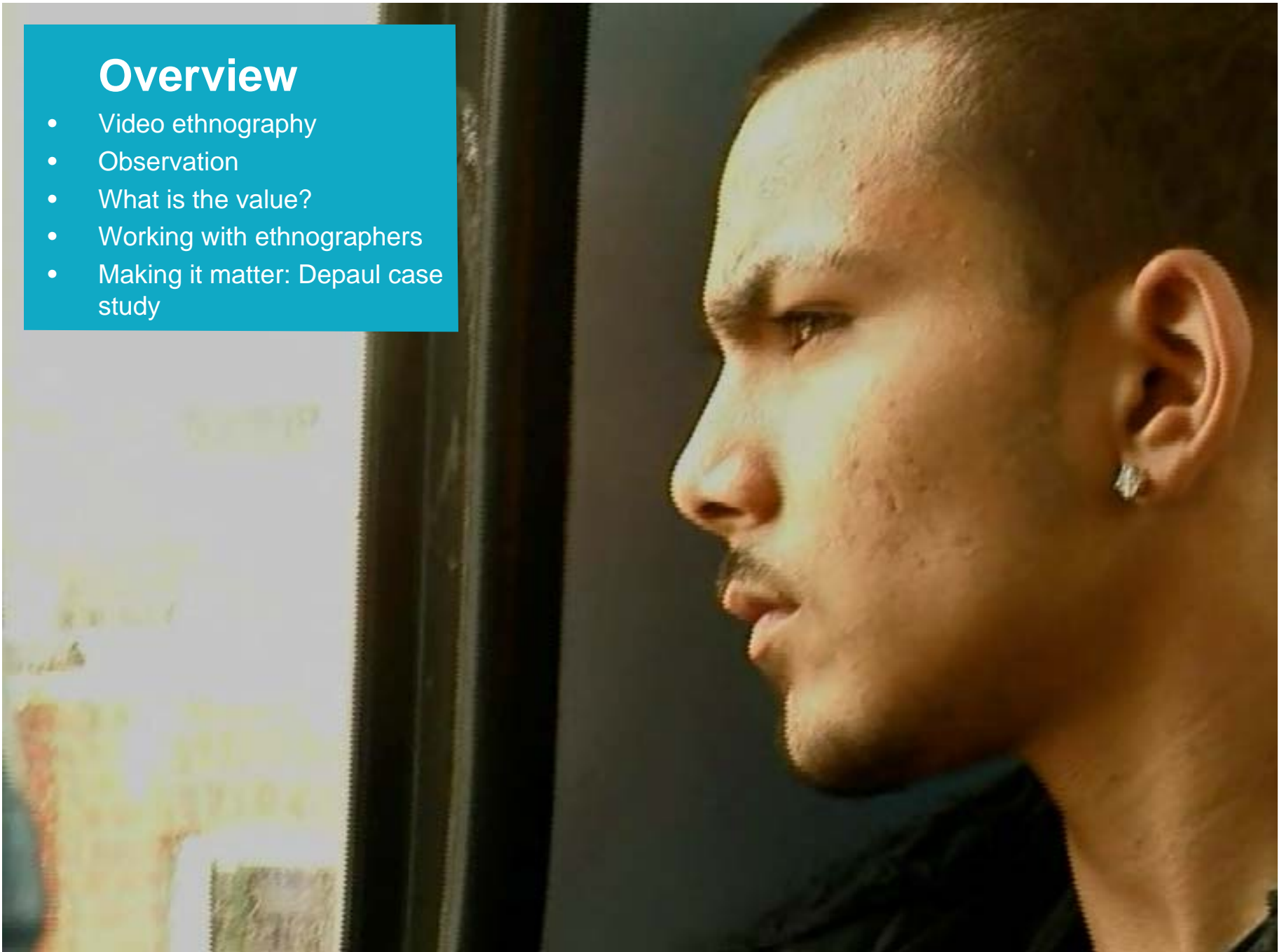


Making it Matter: Using Video Ethnography

Presentation by Nick Leon; Naked Eye Research & Annie Crowley;
Depaul UK

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

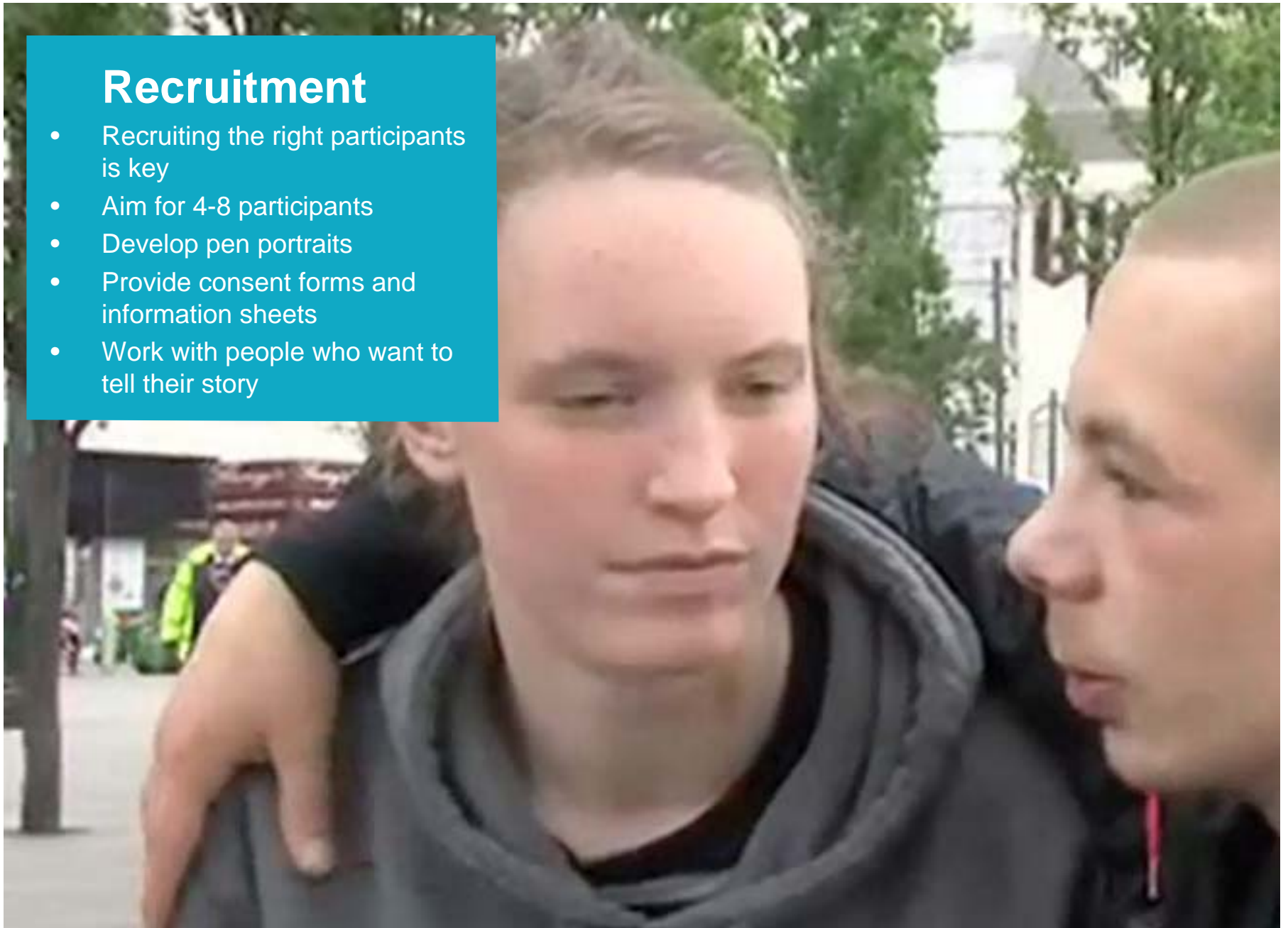
- Filmed outputs **bring to life the findings**
- Develop communication films

Doing ethnography

Thursday - 11/11
6:00 - ~~Relaxing~~ - ~~Mon~~ - ~~Tea~~ - ~~7~~
- Tesco - ~~12:30~~
- ~~10:00~~ - ~~12:30~~ - ~~1:30~~
- ~~1:30~~ - ~~2:15~~ - ~~3:30~~
- ~~2:30~~ - ~~3:30~~

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



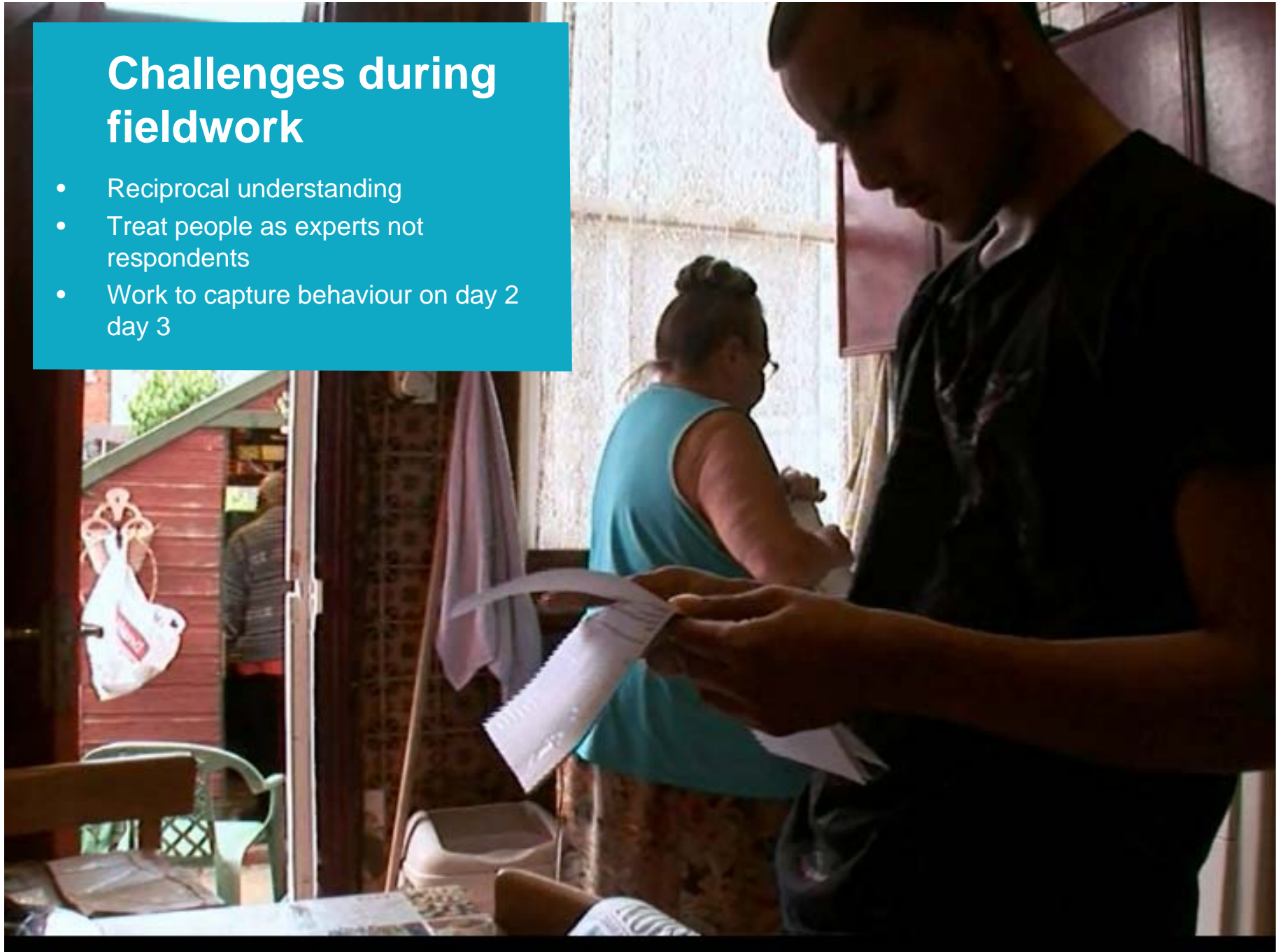


Challenges during fieldwork

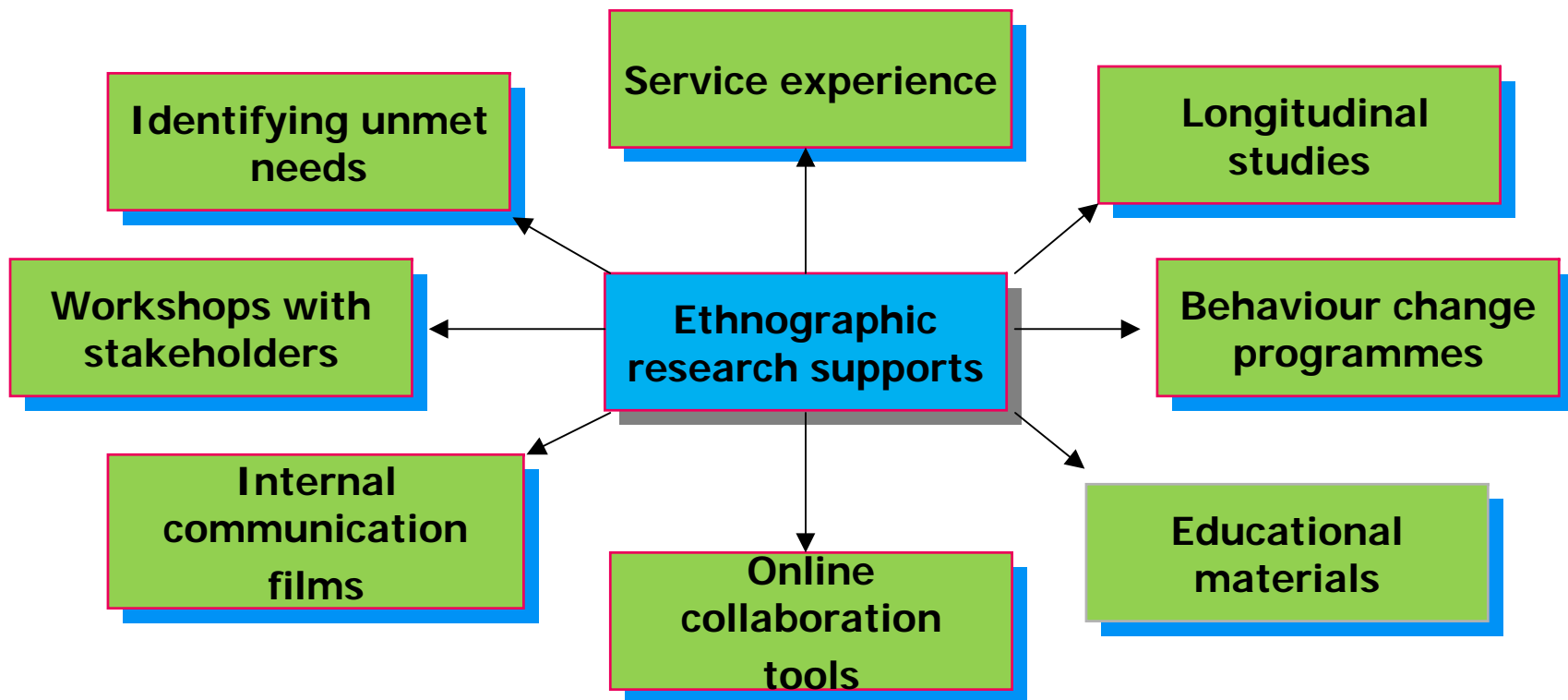
- Capturing naturally occurring behaviour
- Moving between insiders perspective and the outsiders perspective
- Remaining naïve, curious

Challenges during fieldwork

- Reciprocal understanding
- Treat people as experts not respondents
- Work to capture behaviour on day 2 day 3



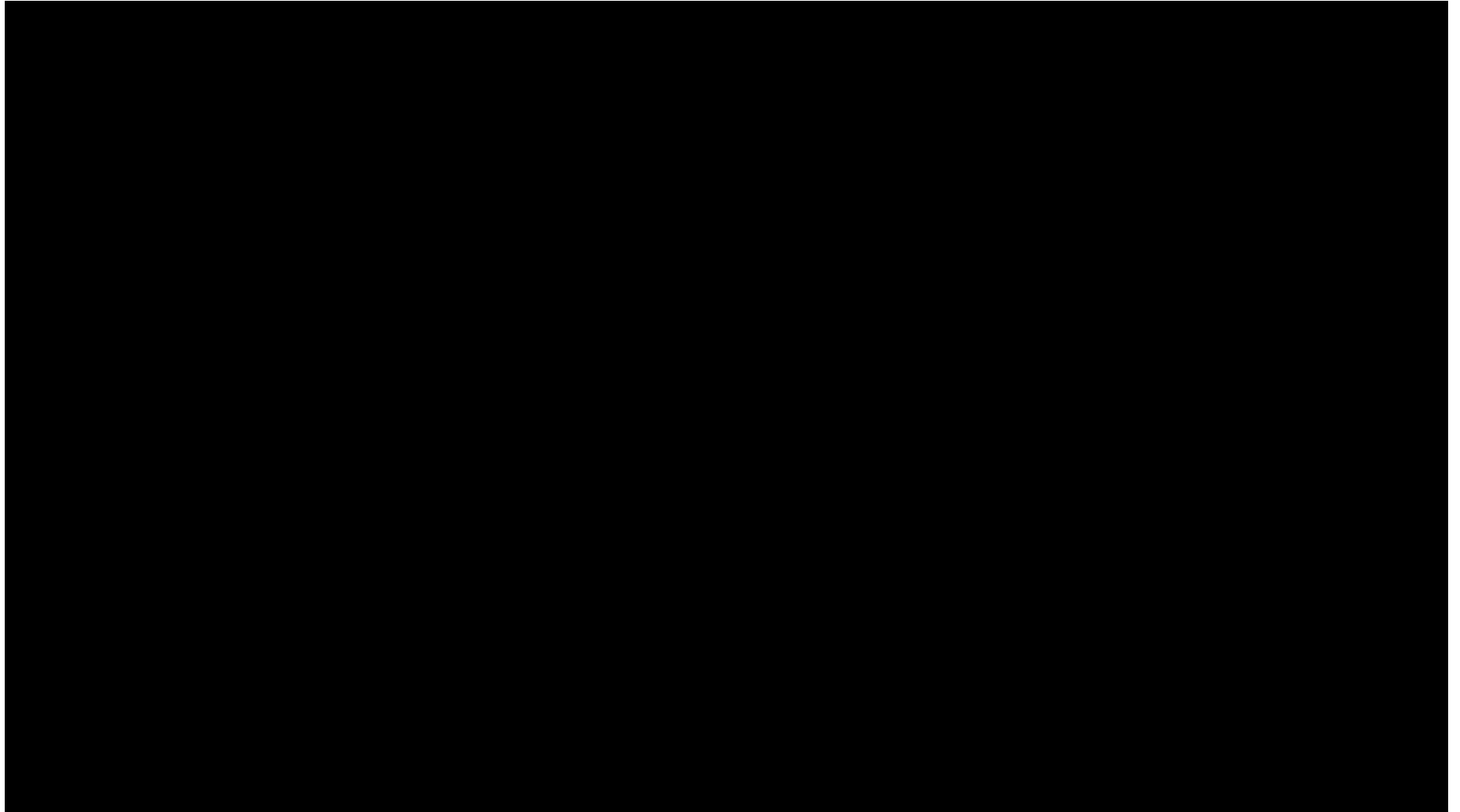
Insight and strategy






YOUTH • COMMUNITY • OPPORTUNITY





A photograph of a man in a kitchen, looking down with a thoughtful expression. The kitchen features wooden cabinets, a sink, and various kitchen items. A blue text box is overlaid on the left side of the image.

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



Result

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