

## Introduction to Ethnography

Anthropology meets market research in this fast-paced ethnography class. Ethnography has been a niche market research methodology for decades, but with the recent increase in [observational methods](#) overall, its practice is rising. Learn key concepts that will help you decide when to use ethnography, how to plan a project, and how to avoid common challenges. Please note this class focusses on **ethnography**; for **in-depth interviewing**, see our other class, [Conducting Research Interviews](#).

1. What is Ethnography?
  - a. Examples of Ethnography as a Market Research Methodology
  - b. Planning an Ethnographic Research Study
  - c. Common Project Goals
2. Selection & sampling
  - a. Privacy & Permissions
  - b. Recruitment Tips
  - c. Fieldwork
  - d. Outliers
3. Interviews vs. Observation
  - a. Projective Technique
  - b. Experimental Design
  - c. The Value of Context
  - d. Preparing for Field Research
  - e. Documenting Goals and Processes
  - f. Frameworks for Observation
4. Practical Considerations
  - a. Note-taking Strategies
  - b. Ethical Considerations
  - c. In the Field
  - d. Use of Audio and Video Recording
5. Analyzing & Reporting Findings
  - a. Observing Cultural and Gender Differences
  - b. The Meanings of Things (symbols & rituals)
  - c. Body Language Clues
6. Final Review

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**