



MMMM...Data!

Welcome!

RESEARCH  
ROCKSTAR







**TIME TO REFRESH YOUR TOOLCHEST?**





**Unilever reports  
piloting more than  
175 new insights-  
related tools in a 2-  
year period!**

**Unilever**



14 Feb 2018 10:09 (10:09)

I woke up today at 8 am to do some studying for my organic chemistry exam. I do not have class until 1 so I am enjoying my rare free time at the gym. Trying to destress before this exam. I went to bed last night at 12:30 after finishing my life cycle of nutrition homework.

By [Sadie](#)

Target: **College Students**

Task: 5. Daily video task

Tags:

Tags

Add Notes

Type your comment here. Select Enter to send

[Sadie R](#) 16 Feb 2018 14:36 (14:36)

When I want to avoid distractions I usually turn off my cell phone and tell anyone that's in my house that I cannot be distracted and to leave me alone.

[Ric L](#) 15 Feb 2018 20:00 (20:00)

Hi Sadie. Can you please list the two most important things you do when you want to avoid distractions while studying. Thanks.



15 Feb 2018 3:11 (08:11)

By [Colby](#)

Target: **College Students**

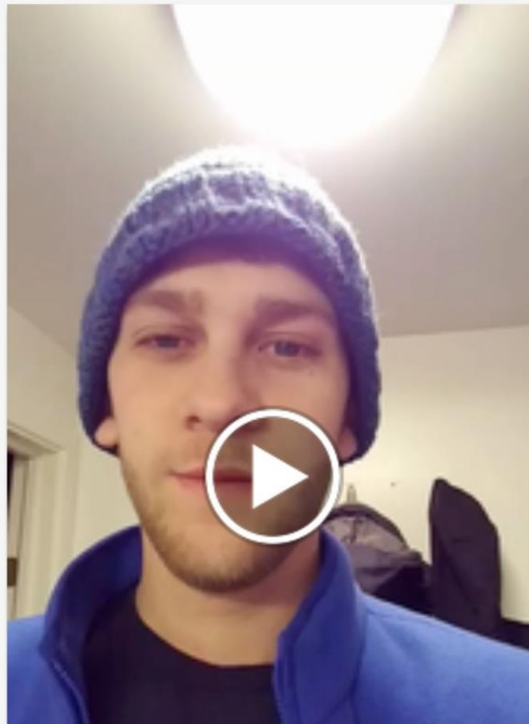
Task: 5. Daily video task

Tags:

Tags

Add Notes

Type your comment here. Select Enter to send



Type your comment here. Select Enter to send

[Caroline M](#) 15 Feb 2018 19:56 (19:56)

I dont need my phone for studying but I usually am more apt to look at it if it is near me while i am studying.

[Ted C](#) 15 Feb 2018 18:39 (18:39)

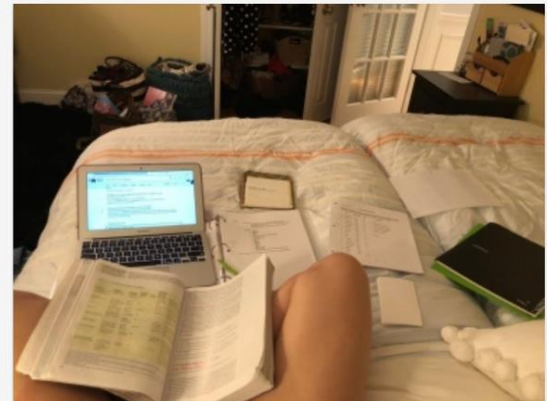
And why is that? Do you need it for studying?

[Caroline M](#) 15 Feb 2018 18:37 (18:37)

Definitely by my phone.

[Ted C](#) 15 Feb 2018 18:34 (18:34)

When do you seem to be more distracted in general? Then, more distracted by your phone?



13 Feb 2018 20:05 (20:05)

I am currently in my bedroom at my moms house just now starting my homework. I was babysitting until 7 then ate dinner with my family when I got home. I choose to study in my room because it is the quietest and away from many distractions. My phone is not

# Why Mobile Ethnography?

## Scalability

20 to 100+ participants? No problem.



## Suitability

Need to reach populations that are unlikely to be effectively engaged via interviews or focus groups? Bingo.



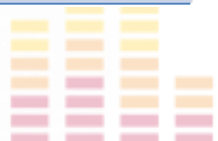
## Manageability

As with any form of qual research, moderation is essential. Indeemo's management features delivered.



## Availability

You have options! [Indeemo](#), [20|20 Research](#), [Dscout](#), [Mindswarms](#), [Over the Shoulder](#).





[www.researchrockstar.com/MobileEthnography](http://www.researchrockstar.com/MobileEthnography)





Thank you code: **1Year100**  
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Expires Monday June 18<sup>th</sup>, midnight US Eastern time