



What is **Ipsos UU Ethno+Graphy**? An introduction to using the App and the analysis

and reporting process

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Set-up



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The Ipsos UU Ethno+Graphy App – a visual analysis tool

The Ipsos UU Ethno+Graphy App allows researchers to capture photos, videos and notes in the field. It then allows researchers to use this visual data as an integral part of their analysis and reporting.

The photos and video are organised under the following broad themes within the App: '**Relationships'**, '**Culture'**, '**Environment'** and '**Emotions'**. These themes help researchers think more ethnographically, not relying solely on what participants are saying, but also what they are doing and the context that surrounds them.

This data is stored instantly online for other members of the research team to access at any time. The photos and observations can then be printed out for analysis and use in reports.









Downloading the Ipsos UU Ethno+Graphy App



- 1. Download the Ipsos AppLife App from either:
 - The App Store (for iOS)
 - Google Play Store (Android)



2. AppLife App log in: Sign in with your Ipsos account via Google: These details will be sent to

you upon set-up



3. Select Ipsos UU Ethno+Graphy App







Fieldwork





Using the App in the field

The purpose of the App is to allow researchers to take video or photos in the field and attach observations. This allows collection of richer data from in-home interviews and encourages researchers to explore behaviour and context, not just stated behaviour.

The photos or videos can be taken during the interview or at the end. Alongside a list of questions to ask, a checklist of footage/shots would also be helpful, e.g.:

- □ family outside their home,
- D participant with laundry products,
- laundry basket,
- □ loading/unloading the machine,
- □ hanging clothes to dry.

In the App, add comments underneath your photos/ videos.

You can either do this in the interview or on your way home while it is still fresh in your mind!







The Ipsos UU Ethno+Graphy App themes



The App has been designed in such a way that photos/ films and observations have to be organised under the themes below (more detailed tagging can take place later). These themes encapsulate behaviour and the unarticulated – things that influence participants and their behaviours, but that they don't necessarily tell us about. These themes can also be used later as a framework for analysis.

The themes are broad enough to be relevant to any project objectives. Often photos/films can go into multiple themes, that is ok. The main purpose is to encourage researchers to explore behaviour and context.





Analysis







After fieldwork, log into the Applife dashboard

Logging into the AppLife dashboard:

- 1. Copy and paste into your browser: <u>https://mmr-insights.appspot.com/</u>
- At the bottom of the welcome screen click 'Log in with Google Accounts', then add Google account
- 3. Log in using the details that have been sent to you.







Downloading your photos and videos

On the Dashboard, go to Reports

1. At the bottom, click **media_zip_001** to download a zip file of your photos and videos

IpsosUU Ethno+Graphy App		
OProjects ▼ Project ▼ Settings ▼ Categories ▼ Topics ▼ Segments ▼ Participants ▼ Status ▼ Messages ▼ Map ▼ Reports ▼ Logs ▼ Remove		
Here you can download transcripts and reports. Reports that aren't realtime are generated 30 minutes after the last reaction It's possible to force generation of reports by selecting 'Generate reports' below. This can be used when manual changes to reactions are made (for example after adding tags).		
Report	Туре	Generation date
Show all topics All participants Reactions with specific tags: Environment Family Ifestyle Products Quality Routines Storage The home Reactions without tags	Open HTML transcripts Download Excel report Download CSV report	25-Sep-2014 11:38 AM
media_zip_001	© <u>ZIP</u>	25-Sep-2014 10:43 AM





Using your photos (and video) in an initial brainstorm





Print all your photos to use in an initial analysis brainstorm

Arrange these under the themes Relationships, Culture, Environment and Emotions. What are the emerging patterns?



Rearrange the photos according to emerging themes. These might include products, routines, family life, storage, etc. What does this add to your analysis? What else can you see alongside what they were telling you?



As a team, decide which tags you want to use to sort your images and films. These should be the most relevant themes that you'll use in analysis going forward.

This is just a suggested process to start analysing your visual data. You need not do it in this exact order. The point is to use the data as part of the analysis process and look beyond what participants are telling us.





Adding tags to your photos and films

Adding 'tags' to your photos and films allows you to search and sort your data. This means that you can quickly locate the appropriate data as your analysis and thinking progresses. I.e. you might want to concentrate on the shopping process by accessing all photos tagged 'shopping'.

Programming your tags

1. Click on '**Settings**' along the top of the Dashboard, then scroll to the bottom of the page



- 2. Write your list of tags in the 'List of reaction Tags' box. Each tag needs to be on a separate line
- 3. Click **Save**. You can now tag each of your photos, videos or observations

Tagging photos, videos and observations

 Click on each respondent reaction and select the relevant tag. Multiple tags can be selected. This can be done individually.









Further analysis and building your story

Use the Dashboard 'reports' to organise your analysis and search the tags by themes to help build your story.



The photos, videos and observations within each report should be analysed alongside your interview transcripts or notes.

The photos, videos and observations will jog your memory and will also be a source of data unto themselves. Ellie Tait



12-Sep-2014 17:44 Tags: The home, Family

Ellie Tait



16-Sep-2014 12:54 Tags: Lifestyle, The home, Family





Reporting



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NO GPS



No more stock photography in reports

Once you have decided on the story you want to tell and the main themes and insights you want to feedback to your client, begin writing your report.

Ensure the data (your photos, films and observations) is used in the report, NOT stock photography. We do ourselves and our clients a disservice by not showing them real consumers in our reports. **Seeing actual participants gives our reports authority and credibility that doesn't come through stock photography.**



A 'real' mum from a recent toiletries project. Stock photography of a 'mum'





Writing your client report

Start with a photo on each page, and build your findings around it

Photos will anchor and visually illustrate your findings

Your own photos are much more powerful than stock photography

Clients like to know **who** their customers are and how they live!











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