



# IPSOS' ETHNOGRAPHY

# CENTER OF EXCELLENCE

## Our Three Approaches

By Ipsos' ECE US

August 2022

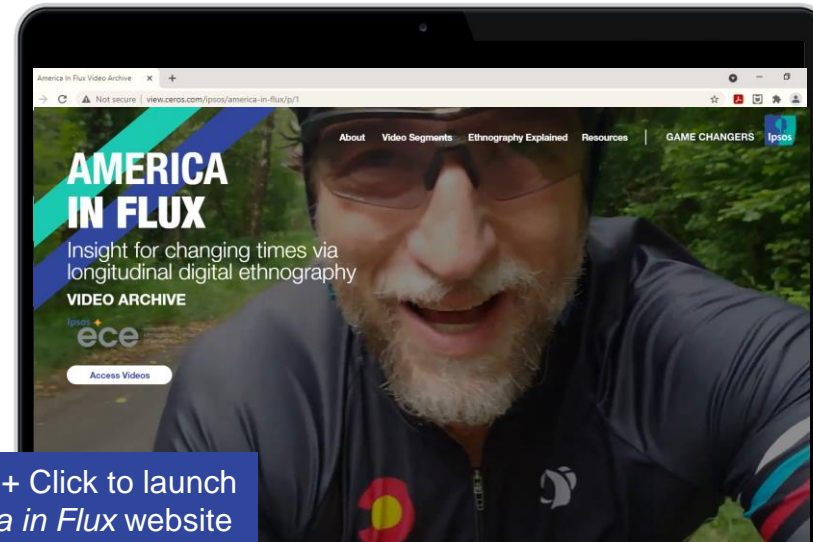
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# Ipsos' Ethnography Center of Excellence uses empathy, participant-led design, and visual data to understand consumers' behaviors and beliefs – in context



Control + Click to watch  
"Parenting and Tech"



Control + Click to launch  
*America in Flux* website

# Ipsos' Ethnography Center of Excellence

Ipsos' Ethnography Center of Excellence (ECE) is an award-winning team of anthropologists, ethnographers, and documentary filmmakers wholly dedicated to the study of consumer behavior.

## To us, ethnography means:



An **immersive, in-context** exploration of what it means to be *this* human



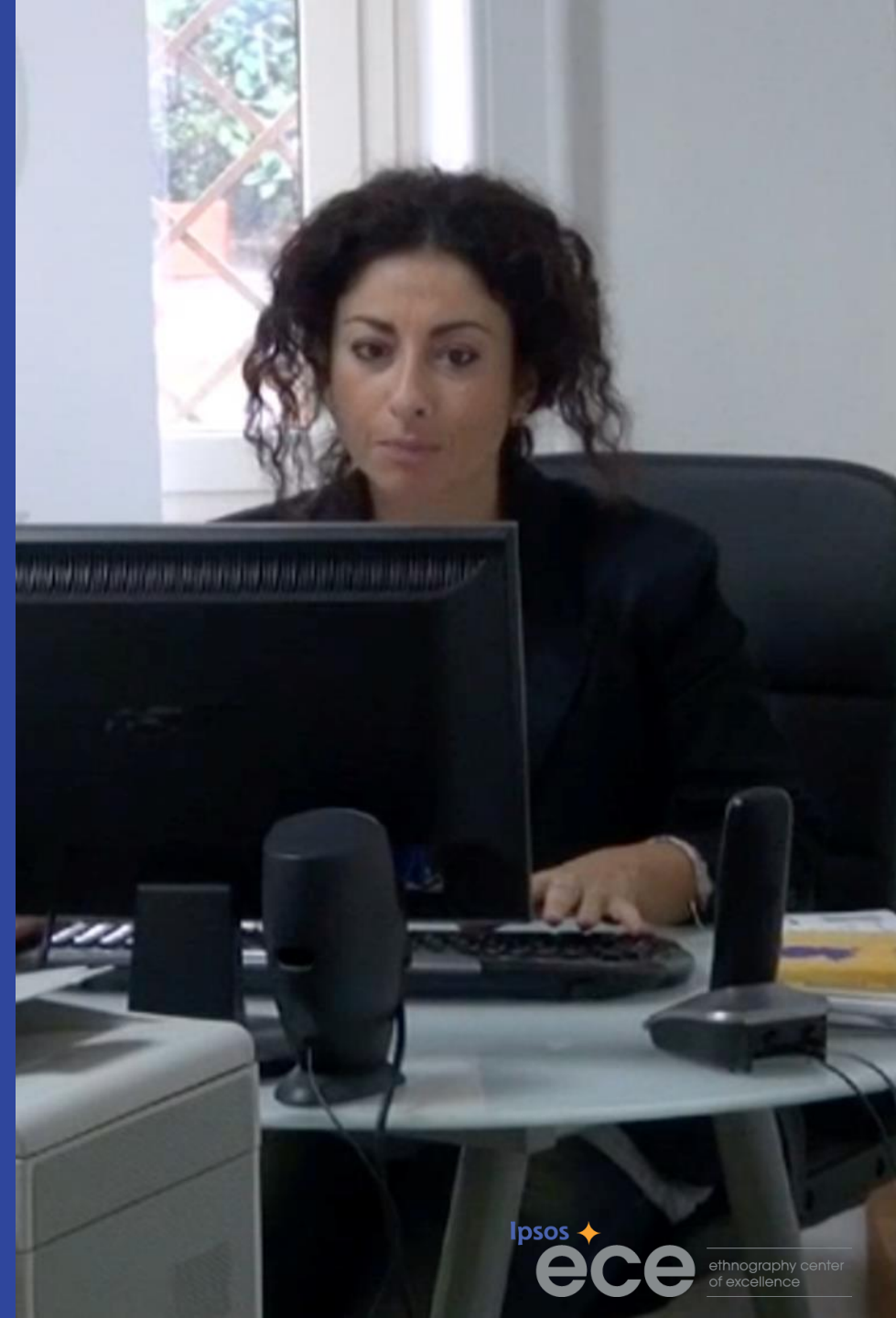
**One-on-one:** an empathic view from an intimate setting



**Participant-led**, rather than an 'interview' – their schedule is our schedule



Examining what people: **say but don't do, say and do, do but don't say**





# Ethnography looks beyond claimed behavior to assess *the complexities of real life*

## SAY (BUT DON'T DO)



### Projected Self

*"I limit my child's online behavior; I'm in control."*

Useful for advertising, marketing, communications

## SAY AND DO



### Everyday Life

*"We have a schedule of activities that we do across a week."*

Useful for product usage, behavior change, white space

## DO (BUT DON'T SAY)



### Culture/Socialization/Norms

Remember the mom 'in control,' at left? He's watching YouTube, not PBS Kids!

Useful for cultural relevance, unspoken norms, product usage

These examples draw from our Kids + Tech video. 

# Core Principles Applied 3 Ways

Our intimate and time-intensive approach to ethnography enables the trust and access needed to explore **unarticulated behavior in action**, no matter which of our three formats is used:

## VIDEO

(fully videotaped ethnography)



## TRADITIONAL

(observation-based ethnography)



## DIGITAL\*

(1:1 videocalls + self-recorded video)





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“Parenting and Tech”



# VIDEO ETHNOGRAPHY

Video Ethnography captures the reality of an ordinary day – and all the unique, dynamic contexts that influence it.

Over the course of **6 to 8+ hours**, a solo ethnographer observes workarounds, rituals, and routines, probing the beliefs and behaviors involved. And **they film everything – for repeated, iterative analysis and high impact, emotionally engaging outputs.**

They observe respondents, their family and friends, their neighbors, even their co-workers in *their natural environment* – **identifying challenges and successes, areas of need and opportunity.** And they build the **rapport and trust** required to explore sensitive, emotional, and/or intimate topics.

This approach allows us to understand the many contexts that influence the different areas of people’s lives – including **norms or impacts that people forget or don’t know to mention.**





# TRADITIONAL ETHNOGRAPHY

When filming isn't an option, we use traditional data collection methodologies

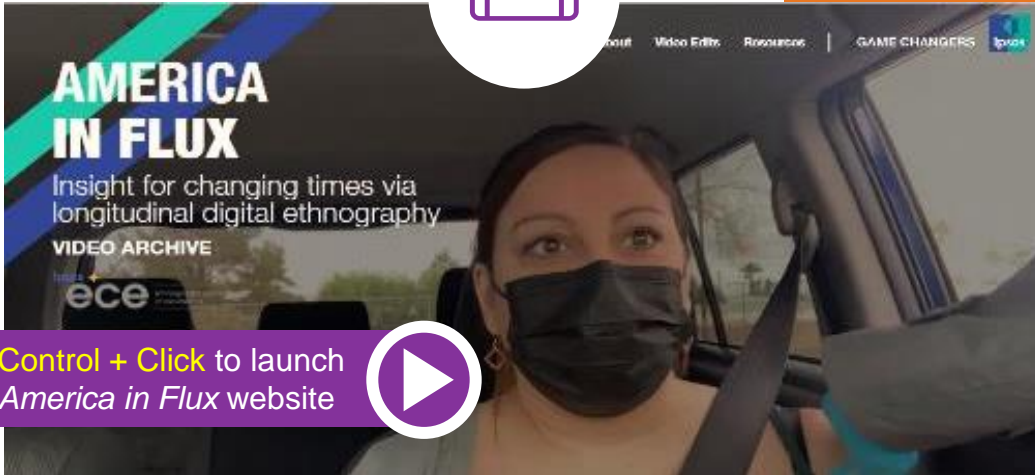
Whether in an office, medical setting, or other sensitive environment, traditional ethnography seeks to discover unarticulated behaviors, unmet needs, pain points, and opportunity areas.

Due to concerns regarding confidentiality and/or employee comfort, there are environments in which we cannot film. Instead, we rely upon **observation, interviews, sketches, photos, and notes.**

Over an extended period of time, we study the entire ecosystem: **interactions, relationships, decision-making processes, information flow, office culture, environmental elements, artifacts.** We gain trust and access. We figure out the right questions to ask.



**READ ABOUT OUR IN-STORE WORK:**  
*Driving Perceptions of Value Through In-Store Pricing*



# DIGITAL ETHNOGRAPHY

Digital ethnography provides rich, longitudinal understanding of beliefs and behaviors through weekly videocalls and participant-recorded videos.

**1:1 videocalls allow ethnographer and respondent to build rapport and discuss key topics.** The initial videocall is also used to train respondents how to be smartphone documentarians.

By teaching respondents to **film themselves and those around them, capturing both observational and active moments**, we move beyond claimed behavior to assess real life moments.

Fieldwork typically lasts 2-3 weeks, accessing **a range of activities, dayparts, and situations**. Ipsos experts analyze all footage, noting cultural patterns and norms, routines and rituals, key dynamics / relationships, unarticulated needs and areas for opportunity.



## Study outputs are empathic, engaging and designed to share

### 1

#### VIDEO DELIVERABLES (where applicable)



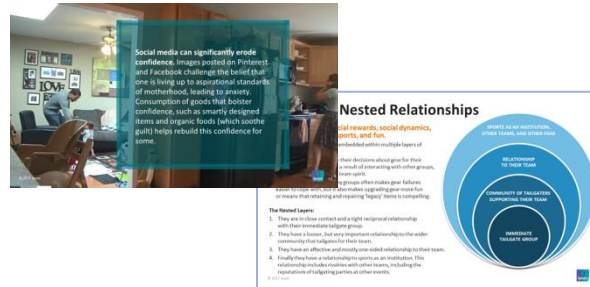
Professionally edited video from the in-person ethnographies as well as self-recorded footage highlighting real moments of behavior and insight.

These videos – likely 4 to 5 in total, each ~4-6 minutes long and illustrating a key theme – will mirror and support the findings and structure of the final report.

For global work, we typically produce a global overview and global thematic edits; creating one overview edit per market is also possible.

### 2

#### WRITTEN DELIVERABLES



We typically produce a full report including executive summary with implications and recommendations. This will include the insights from the ethnography as well as suggested opportunities, challenges and implications.

For **video** and **digital** ethnography projects, this report will contain password-protected links to the videos.

For **traditional** ethnography projects, this report will include photos, diagrams, and other illustrations of key findings and insights.

### 3

#### PRESENTATIONS or WORKSHOPS



The Ipsos team will share out the final report and (where applicable) films, supporting further socialization within your organization.

Alternatively, the final touchpoint could be an Activation Workshop that shares out key findings, aligns on prioritization of opportunities and recommendations, and ensures a vested interest in next steps amongst its participants. We are happy to tailor the workflow per project and team.

# THANK YOU.

## CONTACT

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