# What is Ethnography?

Contributed by DJS Research Ltd
Wednesday, 05 January 2011
Last Updated Tuesday, 17 July 2012

Ethnography, explained by DJS Research Ltd.

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Ethnography is a product development tool for understanding how people use products and services and to understand consumersâ€™ opinions. The approach is often used in product development to help understand unstated desires or cultural practices that surround products. Where focus groups prove inconclusive in relation to participantsâ€™ real feelings, ethnography links what people say to what they actually doâ€”avoiding the issues surrounding a reliance only on self-reported, focus-group data.

Ethnography usually involves a researcher participating directly in participantsâ€™ lives for a number of hours, days or weeks depending on the product or service to be tested. Researchers watch and listen to what is said and may also ask questions in either a formal interview or through informal chat or small talk. Conversation is usually the main form of data retrieved by ethnographers in a market research setting.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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