



*A Presentation from the NewMR Ethnography & Market Research Event - May 25, 2011*



Mobile research and the struggle for naturalism and meaning

Siamack Salari, EverydayLives

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# **Mobile research and the struggle for naturalism and meaning**

A talk by Siamack Salari  
EverydayLives International Ltd

Speaker Siamack Salari, EverydayLives, UK  
NewMR Ethnography, May 25, 2011

# Breaking our own rules

- In creating an app to improve the efficiency and richness of our outputs, we contradicted our very own, sacred guiding principles...

# A Process Which Works

## Expensive

- Labour & time intensive
- Days in the field
- Small samples (6-8 per market)
- Limited to clients who can afford approach

## But rich in insight

- Collaborative
- Involves clients
- Naturalistic
- Ability to capture moments, happenings and decision making



Speaker Siamack Salari, EverydayLives, UK  
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# Process

- KO and 'must capture'
- In-field (no interviews) – *Expensive & time consuming*
- Question Generation Workshop
- Analysis
- Editing – *Expensive & time consuming*
- Interpretation – *Expensive & time consuming*
- Debrief
- Implications and meanings

# Translating process...

- To a mobile research tool with
- Two critical challenges
  - How do we avoid becoming just a data capture platform?
  - How do we capture spontaneous moments with typical clip length of 2-3 minutes?

# Moving beyond data capture

- We created filtering of themed and tagged entries
- We created WorkSpaces to allow users to drag and drop entries into and form theme buckets and closed discussions



Challenge 1

# **GROUNDED THEORY**

Speaker Siamack Salari, EverydayLives, UK  
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# Analysis but no interpretation

## Filtering

- By respondent, theme, tag, media type, etc.
- Inflexibly respondent defined
- View/add comments
- Rate

## WorkSpaces

- Private discussions
- Invite collaborators
- Invite respondents
- Replicate Question Generation Workshop

# Towards interpretation

- Researchers need to be able to
  - Define their own tags and structures
  - Peer review to add rigour
  - In a flexible non prescriptive way
  - Let the data come out of what subjects say and do
    - even though research questions still exist

Challenge 2

# **CRACKING THE NATURALISM NUT**

Speaker Siamack Salari, EverydayLives, UK  
NewMR Ethnography, May 25, 2011

# Going fishing

## EverydayLives

- Continuous filming enables happenings to be captured
- Co-discoveries
- More self-conscious when filming with a DV cam
- Didn't allow for easy journaling

## EthOS

- EthOS limited to 3 minute clips...
- Unless we specify they use the in-app camera – allows much longer clip lengths
- Easier to film with a smart phone
- Consumers much more comfortable and candid

# Surprises

- Perhaps consumers can't fish as well, but they can 'be there' all of the time
- New layers of interpretation including 'why have they shown me what they are showing me?'
- Degree of candor/openness is nothing short of amazing



Speaker Siamack Salari, EverydayLives, UK  
NewMR Ethnography, May 25, 2011

**IT IS NOT NECESSARY TO CHANGE.  
SURVIVAL IS NOT MANDATORY.**

**W. EDWARDS DEMING**

Speaker Siamack Salari, EverydayLives, UK  
NewMR Ethnography, May 25, 2011



# Q & A



Siamack Salari  
EverydayLives



Ray Poynter  
The Future Place

Speaker Siamack Salari, EverydayLives, UK  
NewMR Ethnography, May 25, 2011



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