



A Presentation from The NewMR Mobile Event

22 February 2012



Farmers vs Hunter Gatherers

Siamack Salari, EthOS



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Farmers vs Hunter Gatherers

EthOS



eth•s

Speaker: Siamack Salari, EthOS, Belgium
NewMR Mobile Event, 22 Feb 2012, Session 2

Cross roads approaching



The traditional qualitative vs quantitative divide
is being replaced by wild fruit and orchards –

John Griffiths

Why?



- Research industry is about industrial, controlled research
- Yet wild fruit exist in everywhere – next door neighbour, social networking sites, blogs and the like. We can filter out the good from the bad. And the good can be extremely good
- Mobile research will allow hunter gatherers to make a comeback

Why mobile is not all it seems



Participant observation

- Able to capture naturally occurring events as they happen
- No disruption caused by asking questions at the point of capture
- No knowledge of study objectives so minimal performances - eliminated by researchers
- Minimal risk of respondent fatigue

Self ethnography

- Showing and telling – based on tasks and questions
- Self edited (decision to capture becomes data)
- Instant rationalisation needed/ given with most entries – risk performances
- Respondents will get tired of showing you things (my diet)

Differences

Orchards

- Consent form/screener becomes 'contract' to behave as stated
- Professional respondents
- Transactional – the need to give researcher what they need
- 'Experts' add meaning alone

Wild fruit

- No consent transaction – minimal incentive
- 'Real' people
- Real, spontaneous, unprompted behaviour and replies
- Emancipate people, involve them and allow them to contribute to meaning being added

Differences

Orchards

- Carefully screened
- Empahsis on what they do

Wild fruit

- Loosely screened
- Equal emphasis on what they don't do/nearly do

Who are hunter gatherers?



- Ordinary people who have access to networks including their own
- They
 - are not respondents, they work with respondents/ neighbours/family
 - become key informants
 - fill in knowledge gaps
- Provide all the benefits of participant observers
- Free researchers to focus on adding meaning and understanding

Privacy & ethics challenge



- From EU's twelve golden rules of ethical research:
“Informed consent gives the subject a sense of control over their personal information or alleviates the fear that the data, samples or information will be retained or used in any other unintended manner”
- Consent forms do not allow for ‘mission creep’
- There is no such thing as ‘informed consent’ – context, mode and attitude changes over time
- Mobile tools can turn this situation around...

Mobile solution



- ‘Receipt’ sent to ‘wild apples’ as they are filmed, photographed, interviews
- Receipt sent as a link to their image to allow them to take their time over whether they want to take part in explorations – or else ‘remove me!’
- Follow your images over time – how many downloads, why?, comments added, codes added and respondent decides when to stop access to their image

Are wild apples the future?



- Research has the potential to become more naturalistic, emancipatory and collaborative
- Let's spend less time asking, more time watching and listening.
- We have the tools to do this time and cost effectively
- What are we waiting for?

Thank you



Siamack Salari

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Q & A



Ray Poynter
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Read Siamack's blog @ <http://www.ethnosnacker.com/>

Follow Siamack's tweets at @ <http://twitter.com/siamacksalari>

Connect with Siamack on LinkedIn @ <http://www.linkedin.com/in/everydaylives>



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