## Mobile Ethnography: Text & Video Methods

| Part 1: Traditional vs. “self” and “mobile” Ethnographic Research | • Different types of ethnography  
• Definitions and key concepts |
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| Part 2: Capturing Ethnographic Data | • Text  
• Photos  
• Video |
| Part 3: 4 in-class Demonstrations | • Over the Shoulder  
• 20/20  
• Mindswarms  
• Videography |
| Part 4: Project Management Tips | • 6 Steps to Successful Self-Ethnography Projects  
• Managing Participants |
| Part 6: Reporting Ethnographic Research Findings | • Images  
• Video montages  
• Verbatims |
| Part 7: Risk Mitigation | • 6 Common Risks and How to Avoid Them |
| Part 8: Conclusion and Review | • Final Review exercise |

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.