VIDEO ETHNOGRAPHY
AN APPROACH TO COLLECTING, ARCHIVING, AND SHARING DATA AND RESULTS

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Introduction

-distortion almost always occurs in data interpretation and research reporting
-possible misrepresentation makes information consumers skeptical of qualitative research
Researcher credibility may be challenged when reporting narrative data.

Need to address stakeholders’ doubts regarding qualitative reporting.
Video ethnography (Pink, 2001)

Mechanism to collect, archive, and share qualitative data and results that is more understandable, relatable, and transparent to lay-consumers
Purpose and Objectives

- Develop in-depth, data-driven personas of consumers of rodeo entertainment
- Describe attendees’ experience at Rodeo Austin
Rodeo Austin: A Case Study

* What types of people go to the rodeo
  * Who are the consumers (attendees) of Rodeo Austin?
  * Work life, home life, family life

* A day at the rodeo
  * What are their activities before, during, and after attending the rodeo?

* After the rodeo
  * What did they like or dislike?
  * What were the opportunities for improvement?
Five purposively selected people to participate in pre-, during-, and post-rodeo interviews

70 on-site interviews

More than 100 hours of video
4 sets of videos per person or group

1. At home (video diary)
2. On the way to the rodeo (video diary)
3. Throughout the day at the rodeo (onsite interviews with student researchers)
4. Follow up interviews (video diary)
Procedures

- General concepts in each video series
  - Setting expectations
    - Video series
    - Time commitment
    - Basic recording tips
  - Bullet point questions
    - Directed by research questions
Seven personas were developed
Findings were presented to the client using a Wix website
Developed consumer profiles
   One-page description
   Fictitious Facebook accounts and activities
   Private website for results and videos
   Summary videos
Results
Conclusions

Presented summary findings to executive board

Findings presented using:
- Facebook
- Website
- One-page descriptions
 Enables researchers to have prolonged, semi-unobtrusive contact with subjects

 Multiple modes of presenting findings

 Stakeholders can review videos

 Video data are less likely to be seen as misinterpreted or skewed
Establish contact with subjects early
Maintain frequent contact throughout duration of project
  To establish and maintain rapport, contact should go beyond beginning and end
Use Google Drive to save and share files
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THANK YOU FOR YOUR TIME. ARE THERE ANY QUESTIONS?