



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

Introduction



- + Researcher credibility may be challenged when reporting narrative data
- + Need to address stakeholders' doubts regarding qualitative reporting

Conceptual Framework



- + 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?

Rodeo Austin: A Case Study



- + Five purposively selected people to participate in pre-, during-, and post-rodeo interviews
- + **70 on-site interviews**
 - + More than 100 hours of video

Procedures



- ✚ 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

Results



- 📌 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

Implications



- + 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

Recommendations



- + 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?