

Faculty Development Program for IIHMR Group of Institutions

Qualitative Research Technique: - Need of Digital Ethnography in Coronavirus crisis

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Dr. Piyusha Majumdar (Ph.D; M.Sc in Anthropology from Department of Anthropology, University of Delhi), is an alumna of Miranda House college, Delhi University. She has qualified University Grants Commission's National Eligibility Test Examination for university level lectureship. She has previously worked with The Inclen Trust International, Indian Council of Medical Research, Department of Psychology, University of Delhi and GfK India. She is a public health researcher specialized in Qualitative & Quantitative methodology and evaluation techniques. In last 12 years, she has been instrumental in Designing High-Quality Project Proposals for National and International clients and brilliantly implemented Multiple Research Projects in the area of Public Health, Child health & Nutrition, maternal and child health, HIV/AIDS, Tobacco control and health communication. Some of the prestigious International projects were awarded by UNICEF, World Lung Foundation, Institute of Health Metrics & Evaluation, USA and International Union against TB & Lung Diseases. She was also associated with large-scale National surveys like Annual Health Survey, District Level Household and Health Facility Survey, National family Health Survey and Integrated Biological and Behavioral Surveillance Survey. She is also engaged in developing curriculum of "IMPLEMENTATION SCIENCE" to teach Global Health Leaders about the Lessons Learned from Polio Eradication in collaboration with Johns Hopkins Bloomberg school of Public Health (USA) She has plethora of publications for national and international journals. She is also an Editorial Board member for Academic Journal of Anthropological Studies

A young child with curly hair, wearing a striped shirt, is sitting in a field of tall grass. The child is holding a magnifying glass and looking through it. The background is a soft-focus field of green grass with some small white flowers. The overall tone is natural and curious.

Qualitative Research Technique: Need of Digital Ethnography in corona crisis

Dr. Piyusha Majumdar, IIHMR University

*“Coronascene is worthy of attention as
Anthropocene”*



Data beyond Numbers: Qualitative Research

- Why?
- How?
- Process ?
- Influences or contexts?



Identifying Potential Source – For Qualitative Data

- People (as individuals, groups or collectivities)
- Organizations, institutions and entities
- Texts (published and unpublished sources including virtual ones)
- Settings and environments (material, visual/sensory and virtual)
- Objects, artefacts, media products (material, visual/sensory and virtual)
- Events and happenings (material, visual/sensory and virtual).





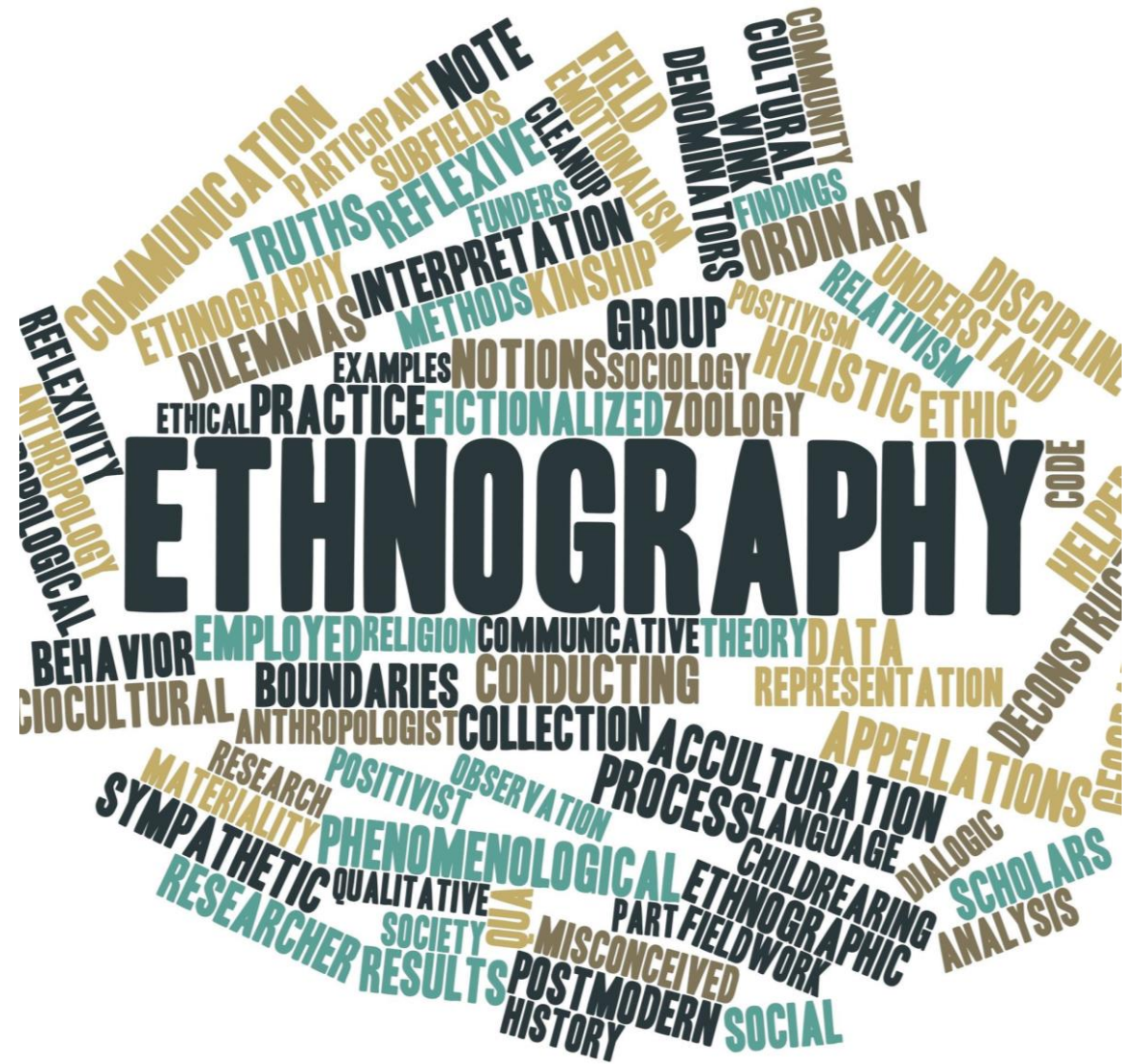
Qualitative Approaches

- Ethnography Which has now evolved into Digital Ethnography
- Observations (Participant & Non-Participant Observation)
- Focus Group Discussion
- In-depth Interviews /Key Informant Interviews
- Case Studies /Success Stories
- Journal Entries
- Participatory Rural Appraisal (PRA)



What is Ethnography?

“The term ‘ethnography’ is derived from the Greek word ethnikos – ethnos meaning nation – a picture of people. A dictionary definition provides a straightforward explanation of the term as ‘the study of races’ (Oxford University Press 1969)”

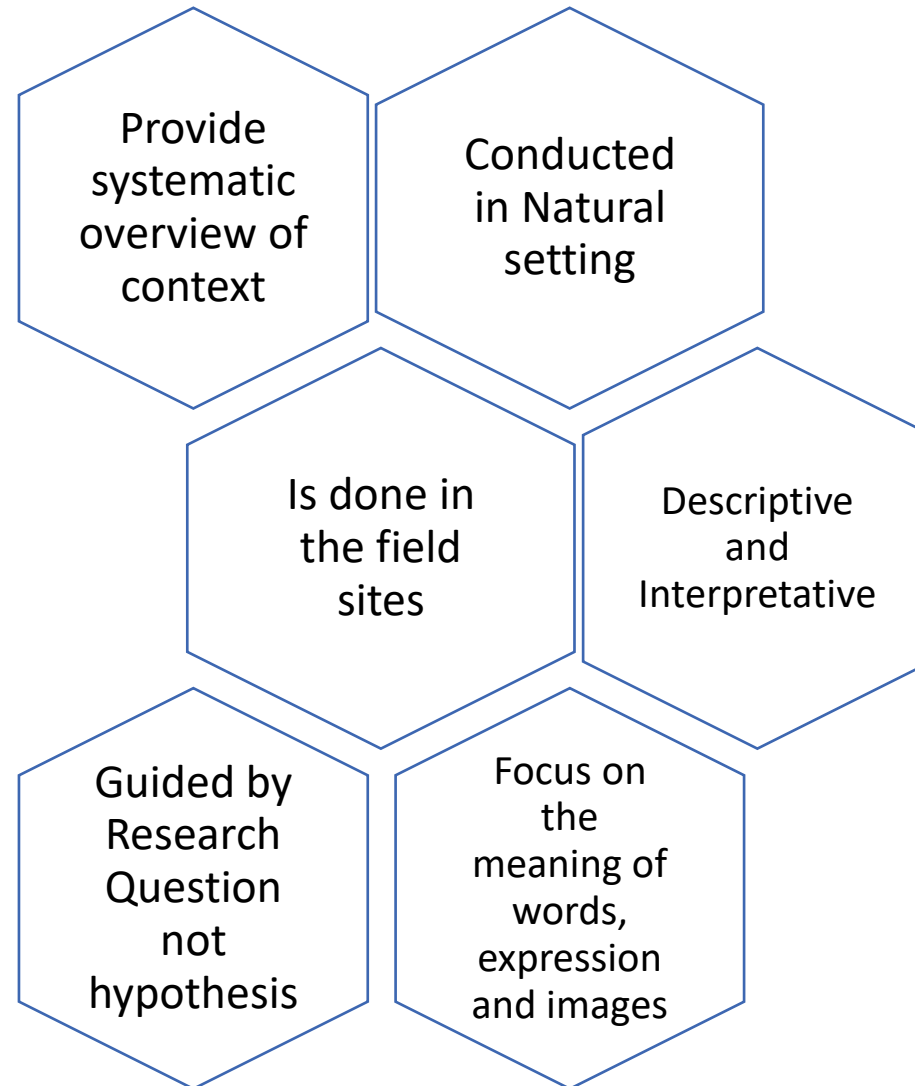




Immersive Technique of Ethnography

Studies situations in real-time, thus as they occur in their natural setting, to gain an in-depth perspective of the overt or explicit dimensions of culture that are known and cognitively salient to members of that culture or subculture, and covert or tacit dimensions that may not be articulated by members of the culture or subculture, but nevertheless shared (Fetterman, 2010)

Characteristic of Ethnography



Purpose of Ethnography



1

Discover how people from various cultures integrate health/discipline-specific beliefs and practices into their lives.

2

Understand the meaning that members of a subculture or group assign to their experiences.

3

Study the practice of health and other disciplines as a cultural phenomenon.

Culture Matters !!

- It is built upon a social science specialism known as “Anthropology”
- Ethnographic Designs are qualitative research procedure for describing, analyzing and interpreting a culture sharing group’s shared pattern of behavior, beliefs and language that develops overtime.
- A culture is “everything having to do with human behaviour and belief”
- It include language, culture, rituals, economic, political structure, life stages and communication styles



When do you use Ethnography

- Ethnography is used when the study provides understanding of a larger issues
- When you want to study a culture sharing group that has been together for a long time and have developed shared values, beliefs and practice
- Culture Sharing Group may be
 - Narrowly framed (teacher, students, doctors, patients)
 - Broadly framed (entire school, hospital, their success story, innovation)
 - Group may be representative of a larger process or events
 - Family of children (suffering from ADHD , Autism or Down's syndrome)

Importance of Ethnographic Research in Public health

- Investigating specific beliefs and practices of particular illnesses, or particular healthcare processes, as held by patients and practitioners (Magilvy, McMahon, Bachman, Roark, & Evenson, 1987; Morse, 1987)
- Focus on cultures and sub-cultures framed within a discrete community or phenomenon and context, whereby participants have specific knowledge about an identified problem (Higginbottom, Pillay & Boadu, 2013)

Importance of Ethnographic Research in Public health

An applied research methodology that 'has been widely used in the investigation of fields specific to contemporary society which is socially and culturally highly differentiated and fragmented' (Knoblauch, 2005)

Useful tool in gaining a better understanding of the experiences of specific aspects of people's way of life & being (Cruz & Higginbottom, 2013)

Ethnography used to address public health challenges (E-Bola)



Since Ebola virus disease was first identified in the Democratic Republic of the Congo in 1976, epidemiological analysis has shown that cultural practices with regard to physical contact with people who are sick are key factors in its spread.

To tackle the disease, we not only need to know how to manage it clinically, but also how people perceive it – in order to develop successful health interventions.

By looking at what communities are doing with the sick, by analyzing relationship ties and interaction between people sick with Ebola and their families, we can find out why certain people are at more risk of infection

Cultural Factors

- In Sierra Leone, as a part of traditional wash, deceased is washed, rubbed and touched before the burial that leads to many infections
- This anthropological approach helped in identifying the cause of illness and also helped communities reconnect with their traditional concept of death, while adapting the rituals surrounding death
- A new **'funeral rite'** was explored in which forgiveness was sought from the deceased



Ethnos – ‘Buzzword’

- Ethnography have acquired a new catch in the last decade, it has become a buzzword and appears everywhere in business and consumer research
- The goal is to see people’s/consumer’s behaviour on their terms , this technique will help in understanding the context in which new user, consumer would use a product , new service and the meaning it holds in their life
- The insights obtained from this technique helps in improving the product or services they really need



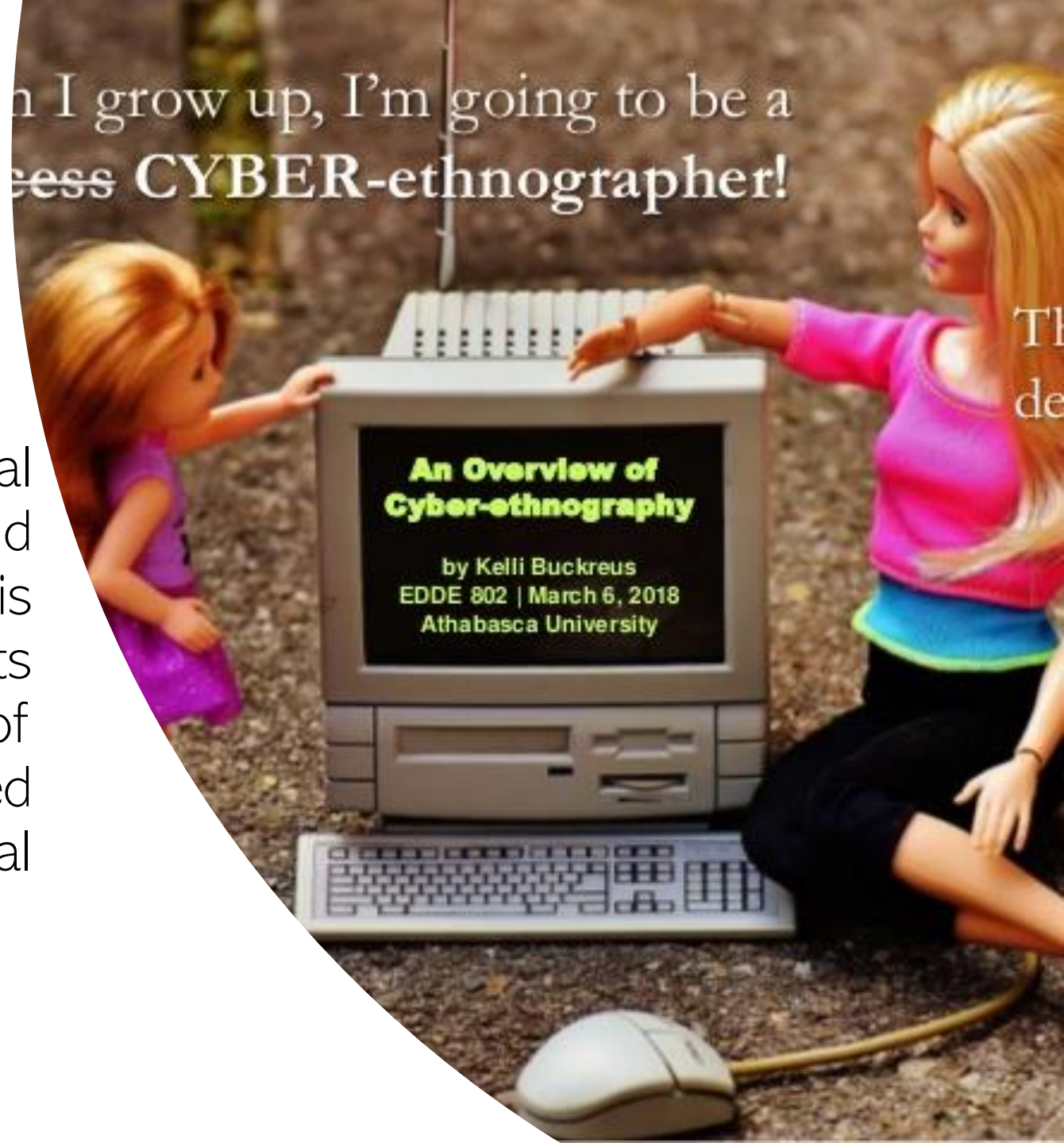
Transition of Ethnography to Digital Ethnography

- Ethnography/Immersion is a study of people in their natural environment or setting
- Due to COVID 19, lockdown & distancing fieldwork has been terribly hampered which has now replaced with Digital Ethnography / Cyber Ethnography
- Digital Ethnography is the logical evolution of Ethnography when digital means is used in this approach

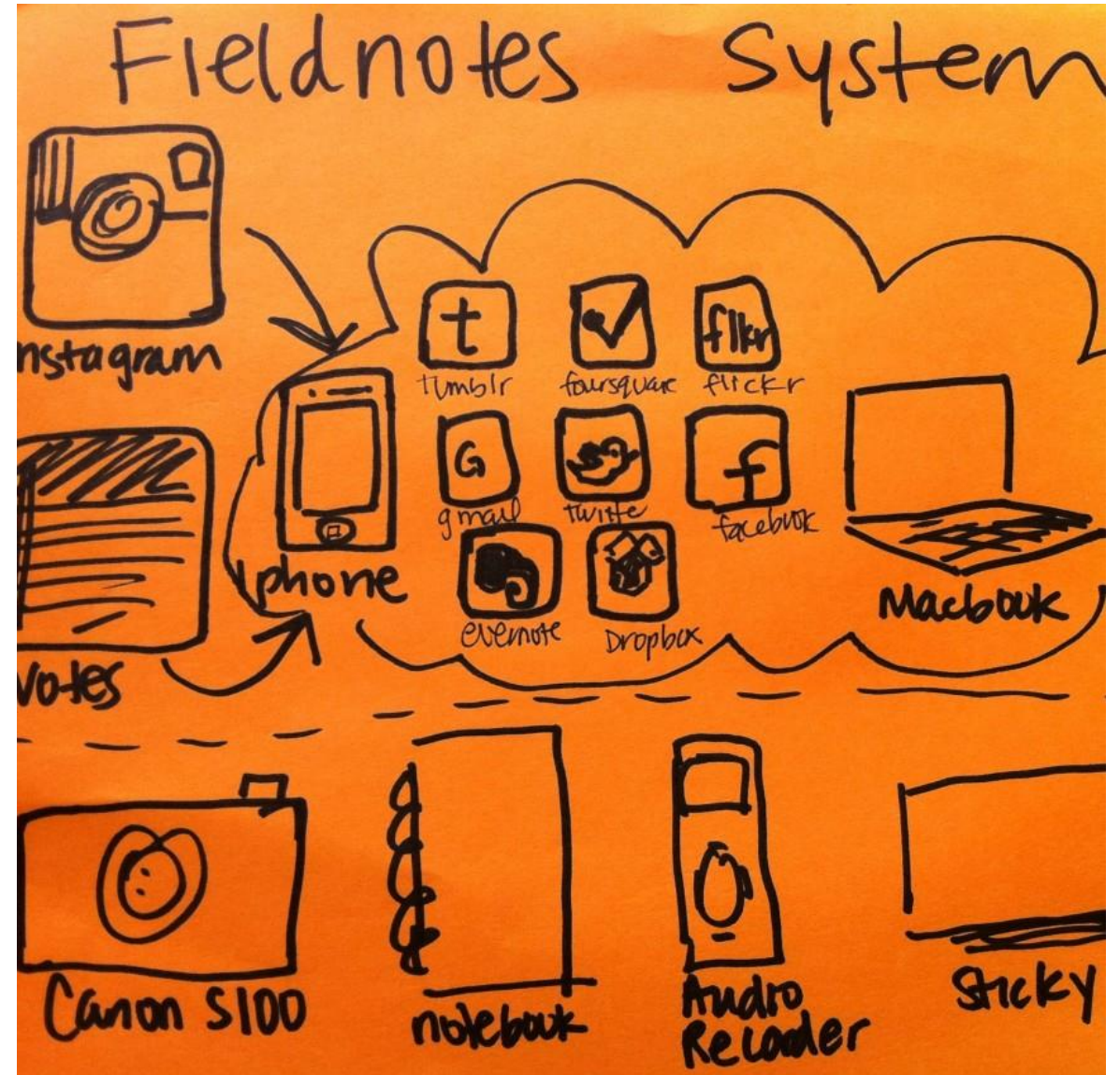


Cyber Ethnography

Cyber-ethnography, also known as virtual ethnography, digital ethnography and most commonly online ethnography, is an online research method that adapts ethnographic methods to the study of the communities and cultures created through computer-mediated social interaction.



Fieldnotes emerged from Ethnography



Video Chats

- Video chat is a great way to foster trust between participants and researchers
- Going digital or video chat is an important development in facilitating face-to-face contact and bridging the gap between in-person and remote ethnography
- This tool allows meeting of participants in multiple occasions, crossing thousands of miles in one moment
- Investing in these remote face-to-face interactions works to engage participants on a deeper level, motivating them to provide richer and more thoughtful data

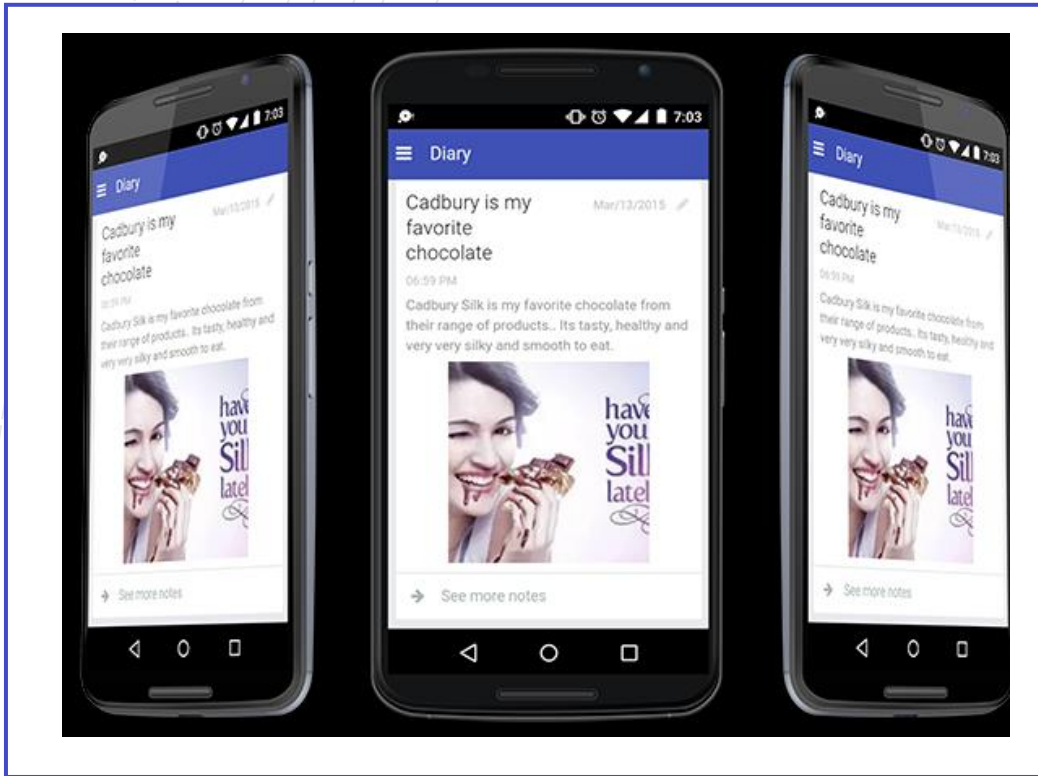


Mobile Ethnography

- Mobile Ethnography is a digital autoethnographic technique that help researcher to do asynchronous qualitative research remotely
- Remote Ethnographic technique enables you to capture real life human needs and behavior, gives the deeper appreciation of nuance of culture and context
- Gives you proof of actual repetitive behaviour over time
- Private way of telling the things which you never say in person
- Provides various apps like Instagram like app and Pinterest like dashboard that provide access of information to researcher



Mobile Diary



- Mobile Diaries is a platform for researcher to understand the daily life of people in great detail, making it possible to capture data and insights to assess actions, activities, timing of events, habits, behaviors and emotions without being nosy.
- Usually used for small group of people pre-recruited to be a part of longitudinal study/Panel study
- Capture personalized details of the respondents by understanding their feedback about certain situations and experiences
- Get instant feedback in various forms such as videos, pictures, and activities.



Indeemo's Mobile Ethnography App and Qualitative Research Dashboard make it easy to capture authentic, in-context, in-the-moment behaviors and insights that help in understanding the people

Features of Indeemo

The logo for Indeemo, featuring the word "indeemo" in a lowercase, rounded, sans-serif font. The letters "i", "n", "d", "e", "e", "m", and "o" are in a vibrant red color, while the letter "e" is in a bright pink color. There are small white dots at the end of the "i" and "o".

This platform is used for both mobile ethnography and consumer diaries understanding journeys and path to purchase, getting in store feedback, conducting user experience tests and setting pre-tasks for face-to-face qualitative research.



It has four types of input: photo, video, open text and mobile screen recording. This last feature creates a video showing clicks and scrolls on a mobile website, and also captures voiceover recording if needed



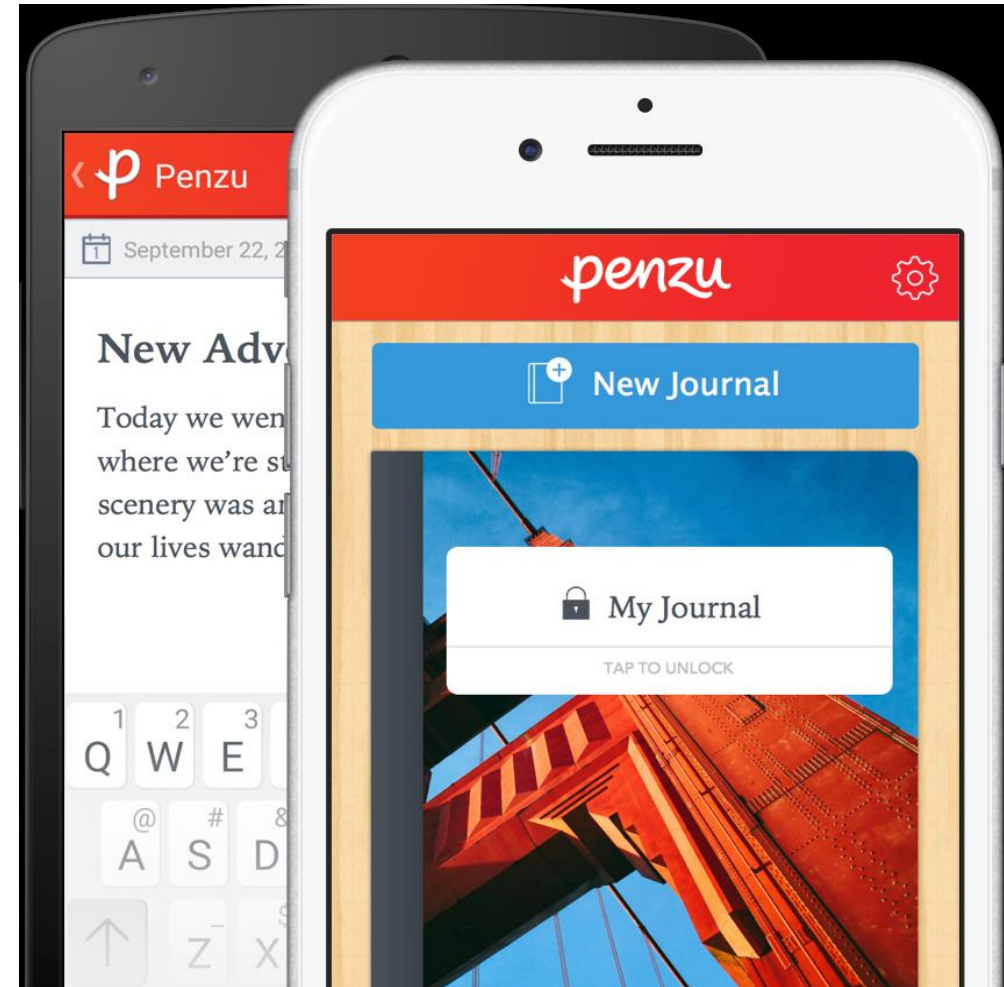
Tasks can be set to open (let people capture whatever they want), all-at-once, scheduled (individual tasks are set at specific times) or sequential (respondents need to finish one before they can do the next one).



It's paid software, you need to design your study and contact for usage of app, indeemo project manager sets up the project

Online Diaries

- Most of the people have the habit of maintaining personal diaries, which has now become online
- People generally write their thoughts and emotions, daily activities
- Ethnographers uses this tool also for data gathering
- Many apps like “Penzu” and “write diary” provides online diaries
- All the information are secure, and password protected unless you share it with them



Penzu

Free diary, journal, and notepad app allows you to have unlimited journaling; ability to add pictures; secure, password protection to preserve privacy; accessibility from any web browser via Penzu cloud; and search and tagging functions



Vox Pop Video



- Vox Pop is another format of digital Ethnography
- Vox Populi is a Latin phrase that stands for the “voice of people”
- This is used when respondents have high engagement with the smartphones
- Participants record short video messages where they ‘think out loud’ and share those thoughts with a researcher almost instantly.
- Generally used in Consumer Research, examples are unboxing videos
- **Unboxing** is the unpacking of products, especially high - tech consumer products, where the process is captured on **video** and uploaded to the Internet. The item is then also **explained** in detail and also can sometimes be demonstrated as well.

Qualitative Data Generation Tool- Atlas t-i



ATLAS.ti Mobile for Android now offers an easy way to collect data in the field

ATLAS.ti mobile app record Audio, video, location

Unique Feature

Create ATLAS.ti projects

Record, assign, segment, and code photos, audio, and videos

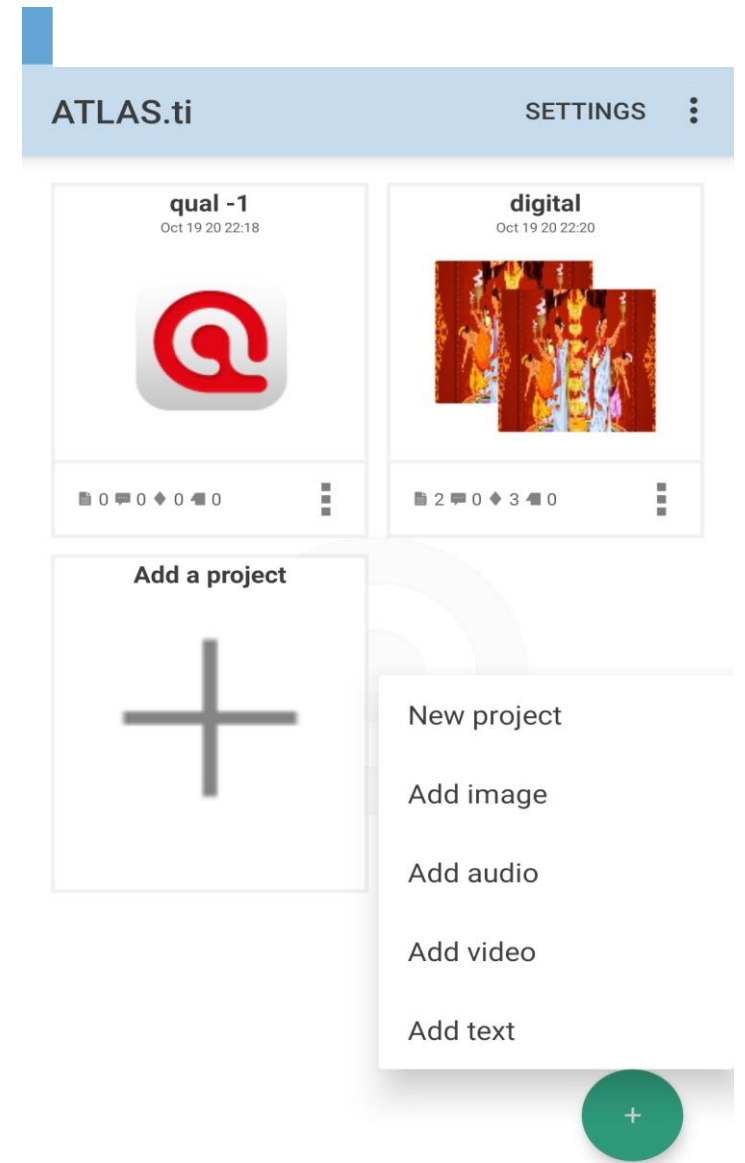
Assign, segment and code existing photos, audio, and videos

Create and edit text documents

Create fine-grained quotation segments in text, images, audio and video files

Write comments for marked data segments; write descriptions for your codes, and comment on your project

Write memos to capture your thoughts and ideas



SCIENCE

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