

MOBILE ETHNOGRAPHY

“Better understanding of consumers’ culture, attitudes, feelings, decisions, interactions and behavior in the moment of truth.”

Nowadays mobile phones are the most natural belonging to many consumers. They use it to portrait their lives and it is constantly at hand. Mobile ethnography makes use of this phenomenon by asking people to record events in the moment by writing texts, taking photos or videos or capturing sound bites over a period of time. This provides you with a more vivid & insightful image of your customers, without being obtrusive, but still with the possibility to interact.

Mobile ethnography can be used for a variety of aspects, e.g. for understanding service experiences at different touchpoints, insights generation and ideation as well as to gain an in-depth understanding of potential new categories or markets.

Mobile Ethnography provides us **answers to questions we didn’t even know we could ask**. In contrast to traditional ethnography, **respondents become the researchers** and observe themselves as well as what is going on around them.

It provides controlled and observational insights, that are detailed and help us to **close the gap between perception and reality**.



Mobile ethnography is not bound to certain geographies, making it possible to gain qualitative insights everywhere and anytime.



Especially young people are easy to reach this way as opposed to inviting them to focus groups which can sometimes be challenging. Using their mobile and recording events in their life feels natural to them.



Mobile ethnography makes it possible to go into consumers’ homes without invading them thereby being less obtrusive. Not being there reduces the risk that participants “edit” their thoughts and life-stories as they wish it would be.



Mobile ethnography studies typically include 15 participants or more, but there are no limits in terms of number of participants.



A mobile ethnography study consists of an online space that is adapted to your topic and is in line with your organization’s brand guidelines. The space is accessed by participants through mobile phone, tablet or computer.

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