

SECTION 4 Questions 31–40

Complete the notes below.

Write **ONE WORD ONLY** for each answer.

ETHNOGRAPHY IN BUSINESS

Ethnography: research which explores human cultures

It can be used in business:

- to investigate customer needs and 31
- to help companies develop new designs

Examples of ethnographic research in business

Kitchen equipment

- Researchers found that cooks could not easily see the 32 in measuring cups.

Cell phones

- In Uganda, customers paid to use the cell phones of entrepreneurs.
- These customers wanted to check the 33 used.

Computer companies

- There was a need to develop 34 to improve communication between system administrators and colleagues.

Hospitals

- Nurses needed to access information about 35 in different parts of the hospital.

Airlines

- Respondents recorded information about their 36 while travelling.

Principles of ethnographic research in business

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, 37 or product used.
- The participants must feel 38 about taking part in the research.
- There is usually direct 39 of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the 40 of the data.
- Researchers look for a meaningful pattern in the data.