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.

LIVEWORKSHEETS

- 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.

LIVEWORKSHEETS