

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.