

Ethnography Research

Example Papers

- Cellular Life in Japan
- Creating Breakthroughs at 3M
- Emphatic Market Sensing
- Emphatic Design Helps Understand Users Better
- Kodak Ethnographics
- Marketers Focus More on Global 'Tribes' than on 'Nationalities'
- Market-Oriented Ethnography
- Microsoft User Understanding
- Mobile Plus Entertainment
- Office Culture Research
- Spark Innovation Through Emphatic Design
- The Ethnographers Method