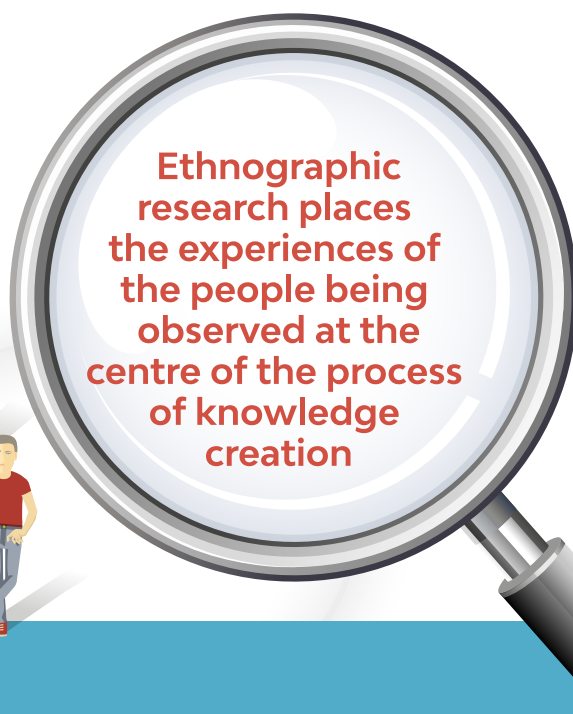


# LIVED EXPERIENCE

## ETHNOGRAPHIC RESEARCH IN CONNECTED HEALTH



Ethnographic research places the experiences of the people being observed at the centre of the process of knowledge creation

### ETHNOGRAPHERS FOCUS ON THE FOLLOWING AREAS WHEN RESEARCHING:

**SPACE**  
Physical layout of the place(s)

**ACTOR**  
Range of people involved

**ACTIVITY**  
A set of related activities that occur

**OBJECT**  
The physical things that are present

**ACT**  
Single actions people undertake

**EVENT**  
Activities that people carry out

**TIME**  
Sequencing of events that occur

**GOAL**  
Things that people are trying to accomplish

**FEELING**  
Emotions felt and expressed

(Reeves et al 2008)

### SOME METHODS OF ETHNOGRAPHIC INQUIRY:

**Participant Observation**  
Researcher immerses themselves in the community they wish to understand

**Structured + Semi-Structured Interviews**  
Provide detailed insight into the user experience of connected health solutions

**Logging**  
Diaries kept by participants during research provide raw information on their experiences

**Audio-Visual Recording**  
Allow for in-depth analysis of the interaction with the device

**Photography**  
Visual representations of connected health interventions in the real world

### ANALYSING THE DATA

Ethnographic data is 'coded' by 'mining' through the information to find and analyse common themes within the data

### REASONS FOR CONDUCTING ETHNOGRAPHIC RESEARCH



Forms an understanding of an initial problem or gap within health care



Explore the use of a connected health solution in a real-world setting



In-depth perspective into the user experience of connected health solutions



Places the creation of the user's story at the centre of the development of connected health solutions