



A

VIDEO ETHNOGRAPHY

**TRAINING
WORKSHOP**

PREPARED BY

NICK AGAFONOFF

A



TABLE OF **CONTENTS**

| | |
|--------------------|---|
| ABOUT ME | 1 |
| WORKSHOP STRUCTURE | 2 |
| OUR GOALS | 3 |
| THE PROCESS | 4 |
| CREATING INSIGHT | 5 |
| VIDEO OUTPUTS | 6 |

ABOUT **ME**

- 25+ years' experience as a **commercial video ethnographer** and **qualitative researcher**
- Specialist in **observational** and **ethnographic filmmaking techniques**
- Expert in applying **smartphone videography** to a range of documentary and research goals
- Over **4,000 hours** of real-world videography and filmed immersion experience
- Researched, produced, and edited **hundreds of video documentary programs** for a wide variety of insight and communication applications



WORKSHOP **STRUCTURE**

DAY 1 – THEORY & PRACTICE



- Introduction to video ethnography principles, techniques, and methodologies.
- Hands-on practice with filming, observation, and analysis exercises.

INDEPENDENT PRACTICAL EXERCISE



- Participants select one video ethnography goal, methodology, and output.
- Conduct filming and editing independently, applying the techniques learned.

DAY 2 – GROUP PRESENTATIONS & DEBRIEF



- Share and review individual video outputs with the group.
- Discuss challenges, solutions, lessons learned, and reflections on what could be done differently next time.

ONGOING ADVICE & MENTORSHIP



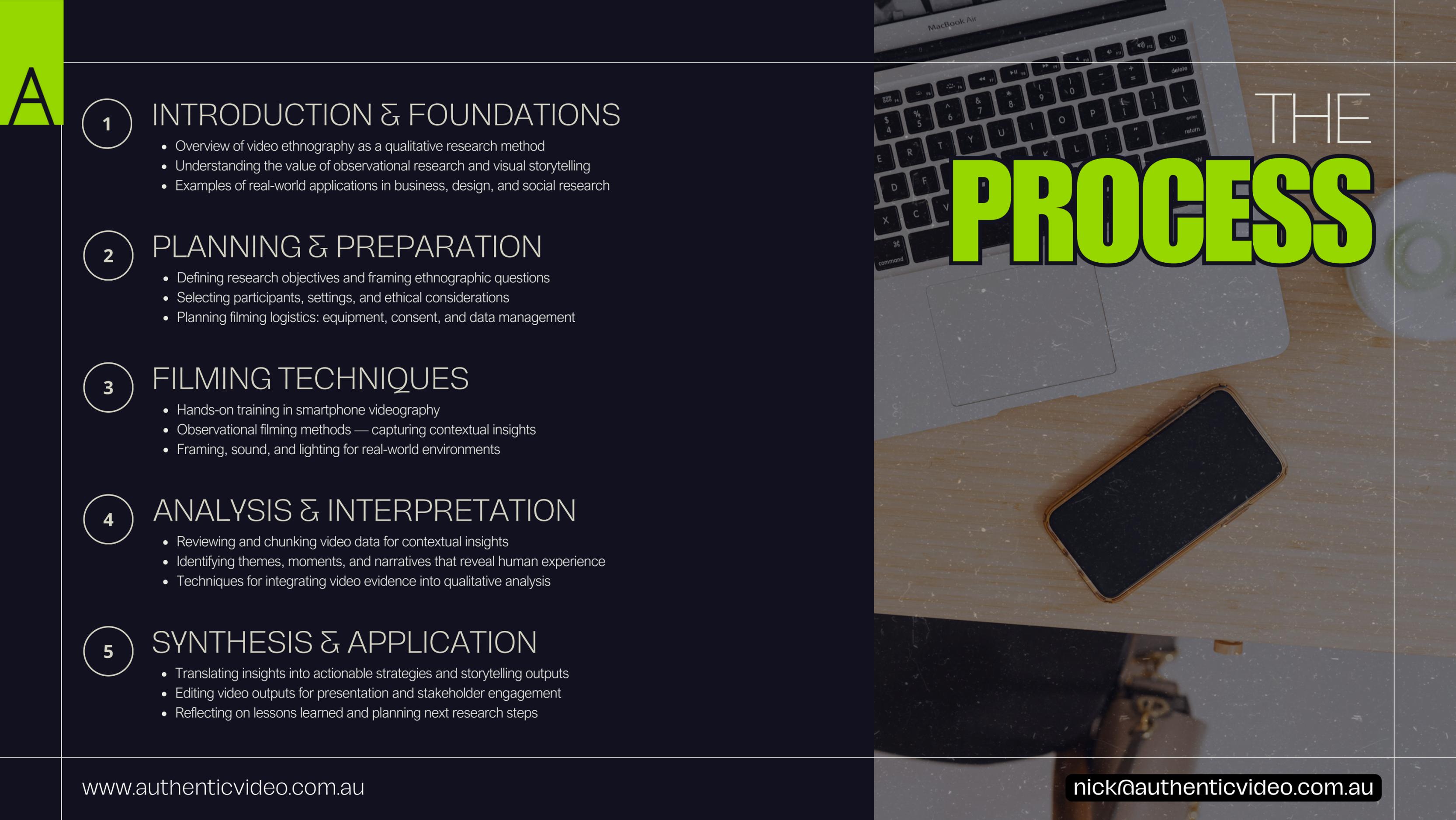
- Continued support through guidance, feedback, and mentorship.
- Help participants refine skills, troubleshoot issues, and apply video ethnography in real projects.

OUR GOALS



A

- 1 BUILD PRACTICAL SKILLS**
Equip participants with hands-on experience in filming, observing, and analysing real-world behaviour using smartphones and basic video tools.
- 2 ENHANCE OBSERVATIONAL INSIGHT**
Develop participants' ability to notice, interpret, and understand subtle human interactions and environmental contexts through video.
- 3 APPLY VISUAL EVIDENCE**
Teach participants how to translate video-based observations into meaningful insights that inform decision-making, design, and customer experience strategies.
- 4 EMPOWER INDEPENDENT PRACTICE**
Enable teams to confidently plan, conduct, and apply video ethnography in their own projects — from data collection to storytelling and presentation.

A photograph of a wooden desk with a silver laptop and a smartphone. The laptop is a MacBook Air, and the smartphone is a gold-colored iPhone. The text 'THE PROCESS' is overlaid on the image, with 'THE' in white and 'PROCESS' in large, bold, green letters with a black outline.

THE PROCESS

1

INTRODUCTION & FOUNDATIONS

- Overview of video ethnography as a qualitative research method
- Understanding the value of observational research and visual storytelling
- Examples of real-world applications in business, design, and social research

2

PLANNING & PREPARATION

- Defining research objectives and framing ethnographic questions
- Selecting participants, settings, and ethical considerations
- Planning filming logistics: equipment, consent, and data management

3

FILMING TECHNIQUES

- Hands-on training in smartphone videography
- Observational filming methods — capturing contextual insights
- Framing, sound, and lighting for real-world environments

4

ANALYSIS & INTERPRETATION

- Reviewing and chunking video data for contextual insights
- Identifying themes, moments, and narratives that reveal human experience
- Techniques for integrating video evidence into qualitative analysis

5

SYNTHESIS & APPLICATION

- Translating insights into actionable strategies and storytelling outputs
- Editing video outputs for presentation and stakeholder engagement
- Reflecting on lessons learned and planning next research steps

INSIGHT

CREATING

A



ETHNOGRAPHIC INSIGHTS

- Deep, qualitative understandings of people's lived experiences, routines, and environments.
- Reveal how individuals navigate their world and make sense of daily life.
- Example: Observing how users naturally adapt products to fit their needs.



BEHAVIOURAL INSIGHTS

- Evidence-based observations of what people actually do rather than what they say.
- Identify patterns, habits, and decision-making processes in real contexts.
- Example: Tracking how customers interact with a service touchpoint.



CULTURAL INSIGHTS

- Understanding the shared values, meanings, and social norms that shape behaviour and decision-making.
- Highlight influences such as community practices, identity, and symbolism.
- Example: Recognising how cultural expectations influence product or service use.



CONTEXTUAL INSIGHTS

- Insights drawn from the physical, social, and situational context.
- Show how environment, tools, and social dynamics affect choices.
- Example: Discovering how workspace layout impacts collaboration and communication.



SHORT ETHNOGRAPHIC CLIPS

- **Description:** Brief segments highlighting specific behaviours, interactions, or moments.
- **Application:** Ideal for presentations, workshops, or quick stakeholder insights.



DOCUMENTARY-STYLE VIDEOS

- **Description:** Longer narrative films telling the story of participants or the research journey.
- **Application:** Used for deep-dive case studies, training materials, or storytelling for clients and teams.



THEMATIC HIGHLIGHT REELS

- **Description:** Collections of clips grouped by theme, pattern, or insight.
- **Application:** Helps teams identify patterns, compare behaviours, and communicate insights visually.



STANDALONE DOCUMENTARY

- **Description:** Fully produced, self-contained documentary ready for broader audiences.
- **Application:** Public-facing storytelling, marketing, educational content, or advocacy projects.



THANK YOU

WE ARE LOOKING FORWARD TO WORKING WITH YOU



AUTHENTIC VIDEO
CAPTURING REAL