

# Five Things to Remember about Consumer Ethnography

1. Make sure you include consumers from the **fringe** of your market. While conventional market research looks for 'typical' consumers (and reports average results), the key with ethnography is to include as much divergent thinking as you can.
2. **Magnify** the divergent thinking by being open to surprise. Resist the temptation to dismiss outliers.
3. Practice **skilful listening**. Once you have asked a question, don't rush to fill the silence. Make a habit of waiting for 15 or 30 seconds after each question.
4. Ask lots of **why?** questions. And treat the explanations you hear not as accurate descriptions of causation but as part of a rich narrative the consumer is creating for the behaviour and attitudes.
5. **Reframe** what you hear and test with the consumers you're with. Try providing alternative narratives to see how well your consumers can accommodate these into their personal stories.