



## 'Ethnography' Programme

25<sup>th</sup> May 2011

Questions can be asked via the online chat within the Webinar or via Twitter using the #NewMR tag.

	Start		Australia/Asia Session
Sydney	London	New York	
		24 <sup>th</sup> May	
9:00am	0:00am	7:00pm	<b>Introduction</b> <i>Sue York, The Future Place</i>
9:05am	0:05am	7:05pm	<b>Ethnography 101</b> <i>Ray Poynter, The Future Place, UK</i>
9:30am	0:30am	7:30pm	<b>Using WE. Research to access black holes - case study</b> <i>Prashant Hari, Colmar Brunton, Australia</i>
9:55pm	0:55am	7:55pm	<b>The Wizard Behind The Curtain: Ethnographic Analysis</b> <i>Erica M. Ruyle, Market Strategies International, USA</i>
10:20pm	1:20am	8:20pm	<b>Documentation to Representation - When video trace evidence is presented as ethnography</b> <i>Nick Agafonoff, Real Ethnography, Australia</i>
10:45pm	1:45am	8:45pm	<b>Panel Discussion</b>

	Start		Europe/Africa Session
Sydney	London	New York	
8:00pm	11:00am	6:00am	<b>Introduction</b> <i>Ray Poynter, The Future Place</i>
8:05pm	11:05am	6:05am	<b>Analysis in Ethnographic work</b> <i>Neil McPhee, Nuance Research Ltd, UK</i>
8:30pm	11:30am	6:30am	<b>Mobile research and the struggle for naturalism and meaning</b> <i>Siamack Salari, EverydayLives, UK</i>
8:55pm	11:55am	6:55am	<b>"Me" to "We" Research: A New Way of Looking</b> <i>Jonathan Gable, BrainJuicer, Germany</i>
9:20pm	12:20pm	7:20am	<b>The secrets of conducting successful Ethnography research online</b> <i>Jon Puleston, GMI Interactive, UK</i>
9:45pm	12:45pm	7:45am	<b>Panel Discussion</b>

	Start		The Americas Session
Sydney	London	New York	
26 <sup>th</sup> May			
4:00am	7:00pm	2:00pm	<b>Introduction</b> <i>Ray Poynter, The Future Place</i>
4:05am	7:05pm	2:05pm	<b>A 360° Brand View: Identifying New Opportunities for Your Business</b> <i>Laura Winn Johnson, CMI, USA</i>
4:30am	7:30pm	2:30pm	<b>In Time, In Context, In-Spired: Mindfulness in Mobile Ethnography</b> <i>Julie Wittes Schlack, Communispace, USA</i>
4:55am	7:55pm	2:55pm	<b>The 3 C's of Consumer Anthropology</b> <i>Jamie Gordon, Northstar Research Partners, USA</i>
5:20am	8:20pm	3:20pm	<b>Digging Deep: Ethnography Driven Innovation</b> <i>Kelley Styring, InsightFarm Inc, USA</i>
5:45am	8:45pm	3:45pm	<b>Panel Discussion</b>

Panel discussions will last for up to 30 minutes

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