

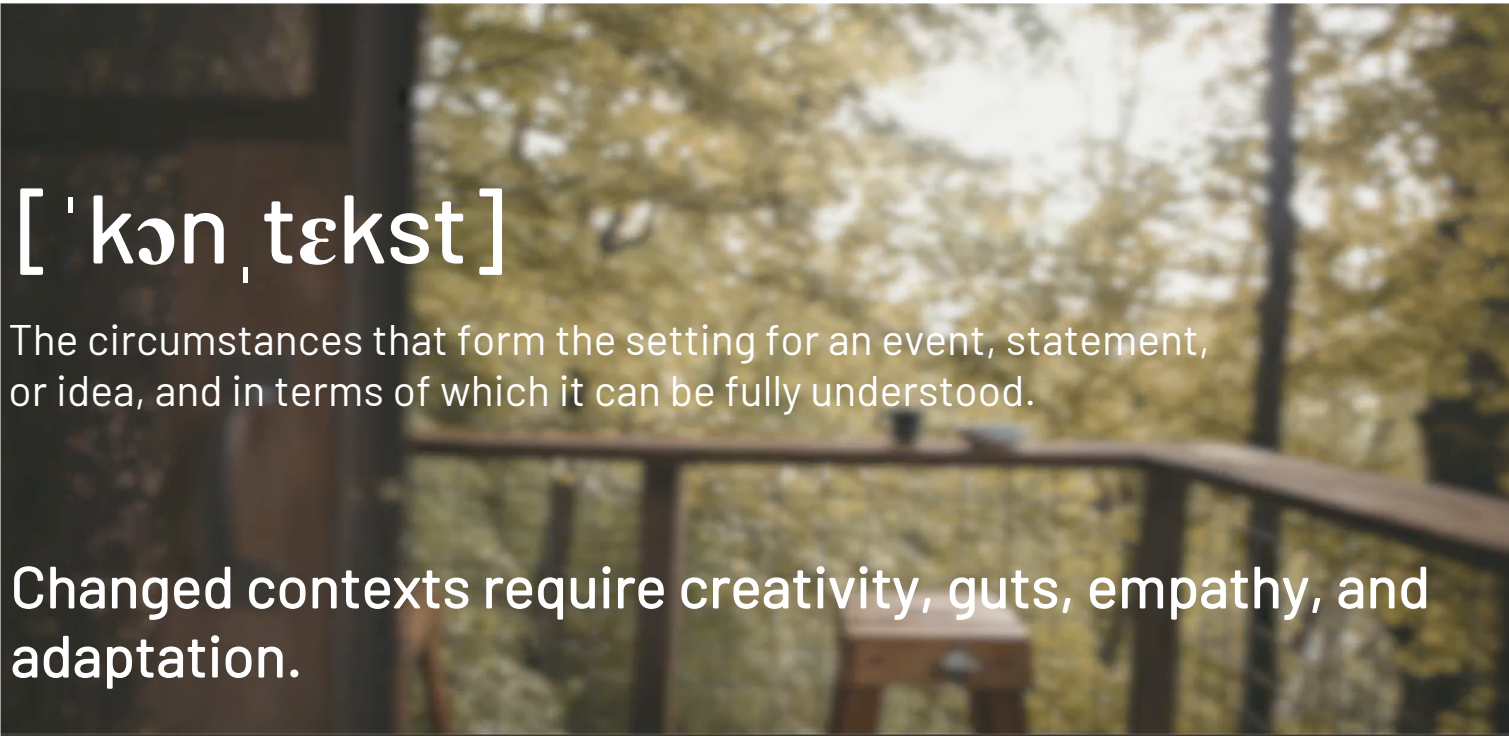
CONTEXTERS

Ethnographic Consulting

COVID-19, Obstacles,
and the power of

DIGITAL ETHNOGRAPHY

Contexters COVID-19 Response



['kən ,tɛkst]

The circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood.

Changed contexts require creativity, guts, empathy, and adaptation.

“contexters continue to offer evidence-based Thick Data recommendations to help solve some of the most pressing problems affecting people and organisations today.”

“During this challenging time, we focus on how we can help people, companies, organisations, departments and institutes respond to COVID-19.”

“The pandemic brings with it an experience of everyday uncertainty and restriction. This means people have to navigate daily insecurities of different sorts. Ethnography can help to understand those dynamics on a deeper level and to develop powerful coping strategies.”

Ethnography in the “New Normal”

Digital

COVID-proof methods for generating Thick Data

Social Proximity despite Physical Distance

For first hand experiences within the field of investigation

Contextualisation

Realising new interconnections, opening up new perspectives

New Media

Integration of new media for thicker data and better insights

Transformative

A true insider's perspective and point-of-experience data



The pandemic forces us to ask different questions and to cope with a new reality. Our ethnographic tools are highly flexible. We have adapted them and we are ready to team up with you!

Ethnography in the “New Normal”

Strategic ethnographic consulting **despite COVID-19!**

Innovative approaches for research complying with **distance and hygiene regulations!**

Custom made method mix including **on-site presence and digital strategies guarantees Thick Data!**

Online Workshops on Zoom, Skype or Teams!



New Normal has changed many of the ways we interact. It also forces us to be creative and to find smart ways to respond to crises. Deep insights and Thick Data help you to better understand people – especially during COVID-19 times.

Hybrid Fields: Digital and In-Situ Ethnography



A Digital Frog-World!

Change of perspective through digital ethnography! You document processes and behaviour with a camcorder and show us the world with your eyes. The camcorder becomes our eye into your world.



Ethnographic Walk

Introduce us to your “hood”, your environment, company, department and explain to us how you view the issues at hand! You are the expert of your world, we come to listen and learn from you!



Contextual and Mental Mapping

Lead us through the context that you consider relevant for your new project! Share your ideas, wishes and your personal view of, for instance, geographic or strategic contexts. Which intersections do you consider relevant for your project and why?

CONTEXTERS

Ethnographic Consulting
UG

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