

# ETHNOGRAPHY IN INDUSTRY – AN AGENDA

# Day-0 August 29

17:00 – 18:30 Registration / International Design Liaison Center, 5th flr

18:00 – 21:00 Reception / International Design Liaison Center, 5th flr


# Day-1 August 30

8:00 – 9:00 Breakfast / International Design Liaison Center, 5th flr

9:00 – 9:15 Conference Opening / Midtown Hall B, 1st Basement

9:15 – 10:15 **Opening Keynote** / Midtown Hall B, 1st Basement

10:15 – 10:30 Break

10:30 – 12:30  **Paper Session #1** / Midtown Hall B, 1st Basement  
The way of Industry

Ethnography, Storytelling, and the Cartography of Knowledge in a Global Organization: How a Minor Change in Research Design Influenced the Way Our Team Sees, and is Seen by, Our Organization

Back to the Future of Ethnography: Internal User Research at a Consumer Internet Company

Hyper-Skilling: The Collaborative Ethnographer

Toward Industrialization of Ethnography

Practice at the Crossroads: When Practice Meets Theory, a Ruminantion

12:30 – 13:30 Lunch / Midtown Hall B, 1st Basement

13:30 – 15:00  **Pecha-kucha Presentations** / Midtown Hall B, 1st Basement

Picturing Ethnography

Re-tracing the Path to Now

18 Minutes


Building on Tradition

Dō : Reflecting on the Path of an Ethnographic Community

Ethnography of Photo-Mixing: The Digital Photo Studio in India

Skeuomorphs and Spandrels: Thoughts on Technology, Adoption, and Innovation

15:00 – 15:30 Break

15:30 – 18:00  **Paper Session #2** / Midtown Hall B, 1st Basement  
Pioneering the Path

Becoming the Subject: A Comparison of Ethnographic and Autoethnographic Data for New Product Development

**Kenya Hara**

Curator: Izabel Barros (Steelcase, USA & Brazil) and Dori Tunstall (Swinburne University of Technology, Australia)

Jay Dautcher and Mike Griffin (Ricoh Innovations)

Andrea Moed (Yahoo!)

Will Reese, Donia Anoushiravani, and Hideshi Hamaguchi (Ziba)

Takanori Ugai, Kouji Aoyama, and Akihiko Obata (Fujitsu Laboratories)

Melissa Cefkin (IBM Research)

Curator: Dave McCaughan (McCann, Japan)

Alicia Dornadic

Elizabeth Anderson-Kempe (Artemis Research by Design)

Michael Peng (IDEO)

Jenn Schiffman and Robert Zolna (gravitytank)

Peggy Szymanski, Brigitte Jordan, and Aki Ohashi (PARC)

Nimmi Rangaswamy (Microsoft Research)

John Payne (Moment)

Curator: Armin Moehle (TOCA, USA)

Keren Solomon

I listened to all the talks and went to as many of the workshops and exhibitions as I could.

Here are the items on the agenda:

- context: the shift from a focus on product development to services, experiences, platforms
- how ethnography can enhance user-centered, human-centered design
- how ethnography can be a means of better understanding businesses and their cultures
- establishing the value of ethnography in the corporate world, why it's worth paying for
- establishing the role of ethnography – just *how* research can inform design and decision making
- the community of ethnographers in industry – matters of professional identity, expertise
- how to conduct ethnography in a corporate and industrial context – issues of process, of method, of epistemology, of collaboration and teamwork, of the character of ethnographic knowledge – questions also of the relation of classical academic ethnography to market research, human factors, user-centered design, contextual and design research

Most discussion was about processes and methods, and getting those who matter to realize that ethnography can have a major impact on innovative design and better corporate management.

Here is the official program:

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John Payne (Moment)

Curator: Amin Moehle (TOCA, USA)

Keren Solomon

Acknowledging Differences for Design: Tracing Values and Beliefs in Photo Use  
Connor Graham and Mark Rouncefield (Lancaster University)

Mastering the Past to Inform the Present: "Ethnography of Ethnography" and Qualitative Meta-Analysis for Business  
Josh Kaplan (Yale University) and Alexandra Mack (Pitney Bowes)

The Power of Participant-Made Videos: Intimacy and Engagement with Corporate Ethnographic Video  
Susan A. Faulkner and Alexandra Zafiroglu (Intel)

Innovation in Collaboration: Using an Internet-Based Research Tool as a New Way to Share Ethnographic Knowledge  
Beth Di Leone and Elizabeth Edwards (TOCA)

The Best of Both (Virtual) Worlds: Using Ethnography and Computational Tools to Study Online Behavior  
Nicolas Ducheneaut, Nicholas Yee, and Victoria Belotti (PARC)

Living Avatars Network: Fusing Traditional and Innovative Ethnographic Methods Through a Real-time Mobile Video Service  
Denisa Kera (National University in Singapore) and Connor Graham

18:00 – 18:30 Wrap-up / Midtown Hall B, 1st Basement

18:30 – 20:30 Tour – Japanese Masters

Every EPIC attendee will have the opportunity to visit one master of a Japanese discipline. Please sign up for one of the following sessions when you register for the conference online, or when you sign in upon arrival to the conference. One guide is assigned to every party. He/she will give instructions of transportation and provide interpretation service.



Master 1 – KOTO – Japanese Harp /  
Yoyogi-Hachiman Assembly House, Room-1

Ms. Chidori Nishimura



Master 2 – KADO – Flower Arrangement /  
International Design Liaison Center, 5th flr

Fujitsu Kado Club



Master 3 – SADO – Tea Ceremony /  
Yoyogi-Hachiman Assembly House, Room-3

Fujitsu Sado Club



Master 4 – RAKUGO – Comic Story-Telling /  
Midtown Conference Room-2, 4th flr

Tokyo English Rakugo Club



Master 5 – COSPLAY – Anime Costume Players /  
Midtown Conference Room-1, 4th flr

Tokyo City University Students



Master 6 – AIKIDO – Martial Art /  
Midtown Conference Room-3, 4th flr

University of Tokyo Aikido Club



Master 7 – MEIDO KAFE – Maid from Maid Café /  
Digital Hollywood, Akihabara

Ms. Akiho Mizukawa

## Day-2 August 31

8:00 – 8:40 Breakfast / International Design Liaison Center, 5th flr

9:00 – 12:00



### Workshops

Curator: John Payne (Moment, USA)  
and Sonia Manchanda (Idiom, India)

W1: The Do of Service: Japan's Traditional Shinise Businesses /  
Midtown Conference Room-1, 4th flr

Carl Kay, Eiko Ikeda, Hideaki Shirane, Shiho Ishihara, and Wakako Kitamura (Daishinsha)

W2: Next Generation Ethnographic Practice / Midtown Conference Room-8, 4th flr

Hideshi Hamaguchi, Wibke Fleischer, and William Reese (Ziba)

W3: Flash Mob Ethnography / Design Hub Communication Space, 5th flr

Laura Forlano (Columbia University)

W4: Modeling Diverse User Ecosystems / Midtown Conference Room-2, 4th flr

Michael Youngblood

	W5: Visually Explaining Ethnography. Communicating Complexity / Midtown Conference Room-3, 4th flr	Roberto Holguin and Mónica Orozco (in/situm)
	W6: Ethnography and Quant: Scenes from an Unlikely Marriage / Midtown Conference Room-4, 4th flr	Neal Patel (Google), Adrian Slobin (Sapient), Todd Cherkasky (SapientNitro), and Martha Cotton (gravitytank)
	W7: They Just Don't Get It: Strategies, Tools and Best Practices for Explaining Ethnography to Stakeholders / Midtown Conference Room-7, 4th flr	Yutaka Yamauchi, James Glasnapp, Peggy Szymanski, Nozomi Ikuya, and Aki Ohashi (PARC)
	W8: What We Learned from the Man with the Missing Toe: 3 Principles to Enrich Your Practice in Any Environment / d-labo, 7th flr	Emily Frank and Lisa Reichenbach (in-sync)
	W9: Strategic Dialogue Toolkit: Facilitated Methods for Design Researchers / Midtown Conference Room-9, 4th flr	Peter Jones (Redesign and Ontario College of Art and Design) and Kaleem Khan (True Insight)
	W10: Designing More Effective Workshops / Midtown Conference Room-5, 4th flr	Jennifer Gove and Kathy Baxter (Google)
	W11: Golden Rules for the Use of Video in Design Research / Midtown Conference Room-6, 4th flr	Fumiko Ichikawa (Hakuhodo), Indri Tulusan (toSpur.me), and Rikke Ulk (Antropologerme.com)
	W12: Lost in translation? How to get the most out of cross-cultural ethnographic research / International Design Liaison Center, 5th flr	Chiho Sasaki, Takashi Sasaki, and Keiko Ihara (Infield Design)
12:00 – 13:00	Lunch / Midtown Hall B, 1st Basement	
13:00 – 14:30	<b>Panel – Dō and Kata</b> / Midtown Hall B, 1st Basement  <i>We will conduct a panel discussion to connect our thoughts and impressions on what we observed last night [in our visits to Japanese masters] to what we do within the practice of ethnography. Each of the tour groups discuss what they've seen and choose their representative to the panel. This approach will enable the entire audience to more directly relate to and participate in the discussion!</i>	Curator: Rich Radka (Claro Partners, Spain)
14:30 – 15:00	Break	
15:00 – 17:00	 <b>Paper Session #3</b> / Midtown Hall B, 1st Basement <b>Obstacles and Opportunities along The Way</b>	Curator: Makiko Taniguchi (IDEO, China)
	Heroic Complexity	Tony Salvador (Intel)
	Turn and Face the Strange: An Ethnographic Approach to Change Management	Mads Holme (ReD Associates)
	Ethnography in the age of analytics	Adrian Slobin and Todd Cherkasky (SapientNitro)
	Keitai, Blog, and Kuuki-wo-yomu (Read the atmosphere): Communicative Ecology in Japanese Society	Tadamasa Kimura (The University of Tokyo)
	Creating Meaning in an Open Source Community	Charline Poirier (Canonical)
	Navigating Value and Vulnerability with Multiple Stakeholders: Systems Thinking, Design Action and the Ways of Ethnography	Melissa Cliver, Rudy Yuly, Catherine Howard (The Institute for Money Technology and Financial Inclusion)
17:00 – 17:30	Wrap-up / Midtown Hall B, 1st Basement	
17:30 – 19:00	 <b>Artifacts</b> / Design Hub, 5th flr	Curator: Carl Kay (Daishinsha, Japan)
	Virtual Ethnography System: Analysis of Word-of-Mouth on Blogosphere	Kouji Aoyama, Tetsuro Takahashi, and Takanori Ugai
	Self-Ethnography as a Valid Substitute to Classic Ethnography?	Eva Caspary and Jeanne Carré

Incorporating Seasonality into the Research Process	Gabrielle Ackroyd
3-D	Hector M. Fried
Making Public Administration Less Burdensome for Citizens	Jakob Schjerring
Belonging and Belongings – Short Film Installations on the Interrelationships of Techno-Social Styles –	Daijiro Mizuno, Geke van Dijk, and Bas Raijmakers
An Ethnographic Visualization Method for Creating Shared Vision	Noriyuki Kobayashi, Tadanori Ugal, Kouji Aoyama, and Akihiko Obata
Deconstructing Spaces: The Thick and Thin of It	Priyanka Desai
A Parametric Approach for Ethnographic Design Research	Priti Rao
Emphasizing 'Research Design' – Examples of How Small and Medium Size Companies Approach User Involvement	Riem Zouzou
Opening the Doors to User Involvement: User Centred Tools as Ambassadors and Engagement Artefacts	Mette Abrahamsen, Ana Maria d'Auchamp, and Riem Zouzou
Ethnographic Summary Video & Toolkit	Rob Murray
Transmitting the Empathy	Saori Tsubakihara, Satoshi Kageyama, Youichi Sugiki and Hideaki Shirane
Extracting Context Based UI Requirements with "Fukuwarai" Tool	Yuuki Hara, Takafumi Kawasaki, and Keiji Minamitani
Kakko Chan : A Board Game Without Instructions	Seara Ishiyama, Mami Gondo, Masahiko Furukata, and Mizuki Oka
Are You What You Eat?	Patricia Medina and César Holguin

19:00 – 21:00 Dinner / L-Garden Bar & Ristorante

*A 5 minute walk from Tokyo Midtown. See the map on the back cover of this book. NOTE: There is an additional charge of \$50 to attend. Tickets must be purchased before the conference through the EPIC website.*

## Day-3 September 1

8:00 – 9:00 Breakfast / International Design Liaison Center, 5th flr

9:00 – 11:00



**Paper Session #4** / Midtown Hall B, 1st Basement  
The way of the way

Curator: Rogerio de Paula (Intel, Brazil)

The *Mertiel* Ethnographic Arts

Suzanne L. Thomas (Intel)

The 'Inner Game' of Ethnography

Stokes Jones (Lodestar, Institute of Design-IIT)

The Do and Jutsu of Strategic Ethnography: Balancing the Way and the Art of Understanding

Lucas McCann, Corin Ludwig (Design Concepts), and Matt Mullins

The Way to Design Ethnography for Public Service: Barriers and Approaches in Japanese Local Government

Kunikazu Amagasa (Keio University)

Making Silence Matter: The Place of the Absences in Ethnography

Brian Rappert (University of Exeter)

Humility and Ethnographic Claims

Rick E. Robinson (Sideriver Ventures)

11:00 – 11:15 Break

11:15 – 12:15 **Closing Keynote** / Midtown Hall B, 1st Basement

**Michael Shanks**

12:00 – 12:30 Conference Closing / Midtown Hall B, 1st Basement