

Assignment 4

Ethnographic observation for our project

We did the ethnographic observation related to our project work. We chose to study the life of a 17 year old boy, an avid gamer. We chose a gamer because we are intending to develop a website targeted towards game enthusiasts.

As the person we chose is a student and has to go to college early, we observed his activities after he returned home from college. We observed him for around half an hour.

He returned home at 2:00 pm and went straight to his laptop. He opened the gaming website and selected the game he wanted to play. He selected the shooting game. Then he went to change uniform. After that he returned to his laptop and was engrossed in the game. His mother was constantly asking him to leave whatever he was doing and have lunch first. He obliged after some time and scarfed his lunch and returned back to the game.

Within the time duration, he downloaded some other games too. He opened a specific set of pages in his browser and kept scrolling for a while until he found an option he wanted to select. He then clicked on the link and was redirected to another page. He kept switching tabs between browser and the game he was currently playing and waited patiently until the page he wanted loaded completely. He seemed excited to download and start playing another game but was irritated due to the presence of irrelevant advertisements and redirection links. He kept on visiting the various links but was disappointed every time. Eventually he got tired of the advertisements and other useless links and gave up trying to download the game he wanted. He then returned to the game he was playing.

We found out that he is always with his laptop during his free time and so we concluded that any other game enthusiast will also be somewhat similar to him and will face the same kind of problems. They are constantly irritated and waste a lot of valuable time because of advertisements and irrelevant links while searching for online games.

Conclusion

We found out that he is always with his laptop during his free time and so we concluded that any other game enthusiast will also be somewhat similar to him and will face the same kind of problems. They are constantly irritated and waste a lot of valuable time because of advertisements and irrelevant links while searching for online games. We knew the need of users of our sites. Hence we concluded that gaming website should be advertisement and pop up free. Thus, Ethnographic observation was fruitful for our project development.