

Principles of ethnographic research in business

- The researcher does not start off with a hypothesis.
- Participants may be selected by criteria such as age, **37** or product used.
- The participants must feel **38** about taking part in the research.
- There is usually direct **39** of the participants.
- The interview is guided by the participant.
- A lot of time is needed for the **40** of the data.
- Researchers look for a meaningful pattern in the data.