

# Videography

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last modified: 2023-04-07

## 4 videos by the emlyon business school's Lifestyle Research center

1. [What is videographic research?](#)
2. [Videography: History and future perspectives](#)
3. [The Power of Video in Research](#)
4. [Videography: Select Review of Innovative Films](#)

## Academic papers to get more details

- Cléret, B., Dehling, A., Leroy, J., Rokka, J., Sohier, A., & Herbert, M. (2018). [The videographic approach in marketing research: Which methodological protocol?](#), Recherche et Applications En Marketing (English Edition), 33(3), 85–105. <https://doi.org/10.1177/2051570718789870>
- Rokka, J., & Hietanen, J. (2018). [On positioning videography as a tool for theorizing](#). Recherche et Applications En Marketing (English Edition), 33(3), 106–121. <https://doi.org/10.1177/2051570718754762>