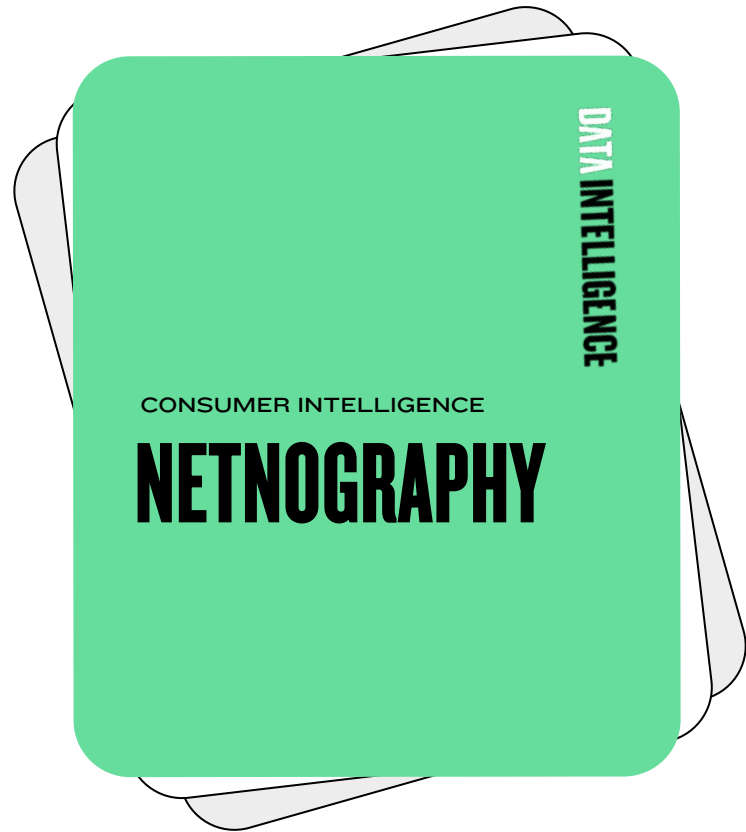


DATAiNTELLIGENCE

NETNOGRAPHY



WHAT IS IT?

It is a set of methodological procedures and protocols facilitating a deep investigation of participant behaviors in online cultures and communities. This type of qualitative research consists of a group of methodological approaches and protocols that contribute to the debate of researching online populations, transitioning traditional techniques of cultural anthropology to an online setting, and innovation in appropriate locations.

WHY WOULD YOU NEED IT?

It draws upon computer-mediated communications or network-based data to arrive at an ethnographic understanding of a social or cultural phenomenon.

PRODUCT BENEFITS

Through immersive cultural participation and observation, Netnography allows researchers to focus on new areas of social life, such as factors to coagulate communities, shared interests, routines, etc.

Key insights extracted from community dynamics include profiles identified within the community, most used content type; top topics of discussion; positive or negative emotional triggers; spotted trends.

NETNOGRAPHY

CASE STUDY



Context

During Covid 19 pandemic, the world learned new conventions – whether they accept them or not: how to interact, how to communicate, how to work & learn, and even how to express emotions.

Challenge

Brands became vulnerable and needed to constantly have a complex understanding of the consumer and the new reality so that the communication was resonant and authentic.

Solution

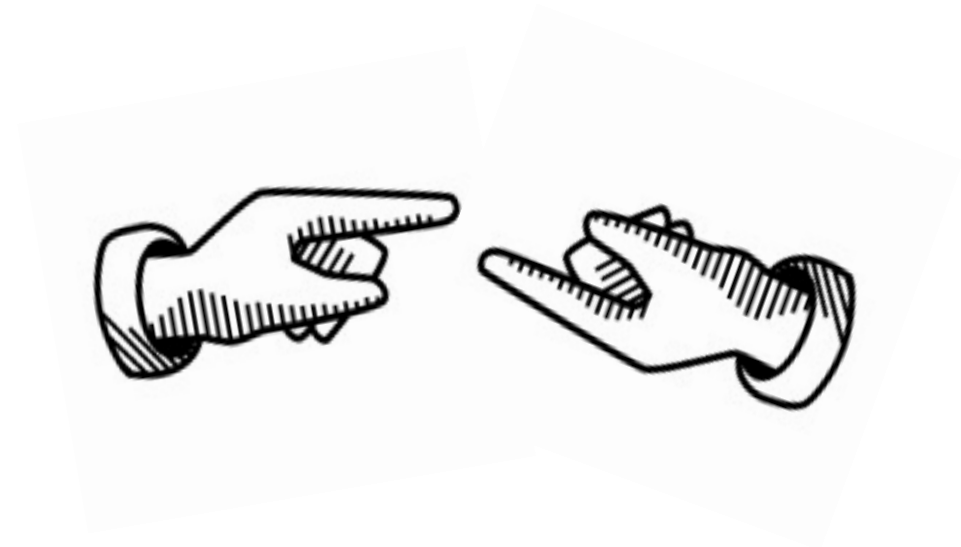
Online communities represented the barometer of psycho-social changes: through the topics of conversation generated, reactions, tones of voice, types of proposed actions, and ways of expressing feelings.

Dedicated teams with complementary specializations (sociology, behavioral research, anthropology, brand strategy) applied Netnography in communities aggregated around Romanian's top leisure activities: home decor, home cooking, outdoor activities, cultural activities, music, and concerts/festivals.

Results

Seven months of observing over 50 online communities provided valuable insights like the desire to connect and signify time had a high incidence in all these communities; in a context when human interactions were limited, with no parties, festivals, concerts, music listening, and sharing became a refuge; kitchen, living room, bathroom received the greatest renovating & decorating attention as they fulfilled both the personal need for home relaxation and the social necessity of being appreciated; looking for a restaurant similar to cooking experience @home, in a safer environment, led to more refined cooking skills.

LET'S STAY IN



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