

## Content Analysis is:

- Searching, scanning and reading literature from the industry for clues into trends, fads of the culture, needs of the market, and drivers in the market environment that affect lifestyle, attitudes, values or technology.
- To gain more depth, it is a good method to use in conjunction with other research techniques.

## Advantages:

- An unobtrusive way of researching.
- Relatively inexpensive compared to other methods.
- Easily accessible resource materials.
- Good way to gain broad knowledge about the industry and market.
- Good to formulate questions for interviews.

## Disadvantages:

- Time consuming to get materials, scan through them and process the material.
- Inability to gain in-depth information into a particular market segment.

## How to do content analysis:

1. Identify websites, magazines, important literature, books, comics, movies, etc. within the industry.
2. Search and scan materials for information about trends, gray areas in the industry, market changes, fads, market needs, cultural norms.
3. Take notes while you scan the information. Use a journal or field book to record thoughts, facts, figures, statistics, trends, quotes, interesting nuggets of information, needs, technology advances that could affect your business, etc.
4. Scan through your journal and highlight areas that identify need states, drivers in the market, areas of opportunity, improvement.
5. If the highlighted area provokes any thoughts of new product, service or business ideas or improvements to existing products, services or businesses, record on an idea sheet.
6. Conduct a brainstorming session to target those identified need states or formulate information into an interview discussion guide to be used in further research.

## Places to Look

Industry magazines	Related magazines
The census bureau ( <a href="http://www.census.gov">www.census.gov</a> )	Trade journals
Previous research in your organization	Newspapers
Industry associations and organizations	Industry analysis books
Pop culture magazines	Futurist magazines (The Futurist)
Trend magazines (American Demographics)	Cartoons
Television shows	Movies
Books	Religious documents
Important government documents	The Internet

# Secondary Research in Ethnography



## Exercise – where to look:

List all of the magazines related or unrelated to your industry, your customer's industry and the industry of your end-user. Ask others to add to your list.

#	Magazine
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

List all the related industry associations or organizations. Ask others to add to your list.

#	Industry Association
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

List all of your competitors, your customer's competitors, the end-user's competitors.

#	Competitor
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

# Secondary Research in Ethnography



List all television shows, radio shows, music groups, cartoons, periodicals that could pertain (even remotely) to your business. What magazines and newspapers are your customers reading?

#	Television shows, Radio shows, Music groups, Cartoons, Periodicals
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

What websites might be helpful?

What local organizations might be helpful in finding information?

What books might be helpful?

#	Websites, Local Organizations, Books
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

1. Go find the magazines, articles, organizations, books, internet sites and glean as much information as possible from them.
2. Search them, scan them, read between the lines and look for trends, nuggets of information, fads, drivers of technology, drivers of the market, and needs.
3. Write down all the information in your journal or field book.
4. Scan through your journal and highlight those areas that seem to pop up often.
5. Fill out idea sheets for those needs, drivers that spark new product, service or business ideas or improvements to existing product, service or business ideas.
6. Conduct a brainstorming session focusing on identified needs and trends from the scan.