

## **A PRACTICAL GUIDE TO VIDEOGRAPHY**

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### **ABSTRACT**

The aim of this theoretical paper is to compile a practical guide to videography method. Researchers have adopted videography method in recent years to understand the consumer and the market. In consumer research, videography is primarily used in ethnography based qualitative studies. Visuals have always been a part of people's lives but with the new technologies like smartphones and social media, they became the indispensable part of our lives. The importance of visuals in our lives makes visual research more important in consumer research. Traditional academic journals depend on writing. Visuals, on the other hand, are used mostly for demonstrating the data and the results. In addition to the traditional understanding, visuals in videography are not only used for recording but also for analyzing and presenting the results. Consequently, videos alone or with the written materials, have turned back into the sources of academic research that help us to understand customers, markets and cultures. In this paper, the basics of videography including filming, analyzing and editing phases will be discussed. It is inevitable that the accumulated experience in videography research created some rules and criteria for distinguishing an academic videography from other uses. The paper will eventually clarify how videography research is practically applied and what makes a theoretical contribution in video graphic research.

**Keywords:** Consumer research; marketing; research method; videography; visuals