



Rapid Contracting.

Programs that want to use digital ethnography (DE) as a driver to improve services delivered to stakeholders can now **use our single-award IDIQ to launch projects rapidly**. With nearly 100 labor categories and a broad range of tasks, we can

include new IT development, operational support, communications and outreach and a host of other activities along with our proven DE services.

This contract vehicle supports any project where DE can be used to identify and respond to your stakeholders' true needs, **Contact us for a task order template and AFWERX contracting contacts**.

Digital Ethnography.

Digital Ethnography studies human interactions and their social activities in their digital worlds. For over 14 years, our projects have provided social scientists, researchers, and data experts who adapt our proven DE methodologies to provide insight and new understanding into the thoughts, perceptions and actions of stakeholder groups.

Any group of stakeholders can be defined for study– from a global cohort such as “veterans” or a limited group like “current and former employees”– and **the information gained from DE will improve development of client-specific programs or applications, targeted marketing, product definition or any other activity that requires understanding of human behaviors.**

Stop Surveying. Start Knowing.

Practical Uses of Digital Ethnography.

Gain Real-Time Insights: Monitor and analyze online conversations, social media, and digital communities to understand public sentiment, detect emerging issues and deter potential disruptive movements. Example: improve recruiting by understanding public sentiment about your organization.

Understand Social Dynamics: Uncover previously unknown social networks, interactions and group behaviors – then use anthropology and behavioral science to understand the impact of these activities on your programs.

Inform Strategic Initiatives: Use actionable intelligence, gathered from the stakeholders' own words and actions, to support strategic planning, policy development and mission execution. Identify areas of strength, address challenges and capitalize on opportunities that an ever-evolving digital landscape provides.

Enhance Engagement and Outreach: Optimize communication strategies, improve stakeholder engagement, and build positive relationships by understanding their real concerns, preferences and expectations.



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Feedback

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CONTRACT VEHICLE

Single Award IDIQ FA228023D0002, 2023-2028 Period of Performance, awarded by AFWERX and available to any Federal program to enhance programs with DE and supporting IT development or operational services. Contact us for labor categories list and Task Order template.

NAICS CODES

541715, 541720, 5415xx
513199, 513210, 516210, 518210, 5192xx, 5414xx, 5416xx, 5417xx, 5418xx, 5419xx, 561990, 611710, 621999, 624190, 624230, 812990, 813319, 813410, 8139xx, 921190, 923130

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Do you wish you actually understood all of your stakeholders?

Gain deep insights into your stakeholders with our digital ethnography services.

Understanding your stakeholders is crucial for effective decision-making and successful mission execution. The power of digital ethnography offers you an unprecedented opportunity to gain deep insights into the thoughts, behaviors, and preferences of your stakeholders. At CareStarter, we specialize in harnessing the power of digital ethnography to provide you with actionable feedback that can transform your understanding of the military community.

With our digital ethnographic research methods, we go beyond traditional surveys and assessments, allowing you to truly connect with your stakeholders on a personal level. By immersing ourselves in their digital experiences, we capture rich, real-time data that reveals their authentic opinions and perspectives. This approach helps you uncover valuable insights that might otherwise remain hidden, enabling you to make informed decisions and implement strategies that resonate with your stakeholders.

The benefits of leveraging digital ethnography for stakeholder understanding are significant. By adopting this innovative research methodology, you can:

- 1 Enhance Stakeholder Engagement.** Gain a comprehensive understanding of your stakeholders' needs, expectations, and concerns. This insight enables you to tailor your communication, programs, and initiatives to effectively engage and connect with them.
- 2 Improve Decision-Making.** Access in-depth, qualitative data that provides nuanced insights into stakeholder behaviors and preferences. This understanding helps you make informed decisions that align with their needs and values.
- 3 Identify Trends and Opportunities.** Uncover emerging trends, patterns, and opportunities within the military community. This knowledge allows you to proactively respond to evolving needs and capitalize on strategic opportunities.
- 4 Drive Positive Change.** Address stakeholder concerns and pain points by implementing targeted initiatives and corrective actions. With digital ethnography, you can identify and address issues such as burnout, mental health, and diversity and inclusion, fostering a positive and supportive environment.

At CareStarter, our team of experienced researchers and analysts are well-versed in conducting digital ethnographic studies tailored to the unique needs of military organizations. We leverage cutting-edge technologies and methodologies to provide you with robust and actionable insights that can drive meaningful change.

Don't miss out on the opportunity to truly understand your stakeholders and strengthen your leadership. **Let us show you how digital ethnography can revolutionize your stakeholder engagement and decision-making processes.**

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Connect & learn more:



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