

## Digital Ethnography: **Survey Less. Know More.**

**Digital Ethnography (DE)** 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. 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.

## Contract rapidly with our single-award IDIQ.

Programs that want to use 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.**

## Practical Uses of Digital Ethnography.

### Food Insecurity

- Understand the specific challenges & barriers related to food insecurity
- Create targeted interventions based on data
- Provide effective education
- Improve the overall health & well-being of military families

### Diversity, Equity, & Inclusion

- Uncover DEI concerns within the military community
- Tailor diversity and inclusion initiatives based on data
- Improve morale
- Reduce turnover

### Recruitment & Retention

- Gain deep insights into the experiences, needs, & motivations of military personnel
- Tailor strategies based on data
- Attract & retain top talent
- Improve retention rates
- Reduce recruitment costs

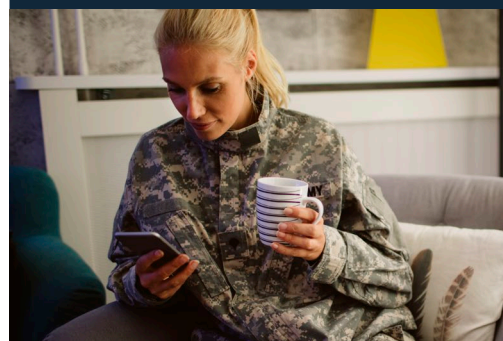
### Effectiveness of Current Initiatives

- Identify areas of strength and pinpoint opportunities for enhancement
- Identify what is missing

# Feedback

digital ethnographic technology

a **careStarter** company



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digital\\_ethnography\\_idiq](http://www.carestarter.co/digital_ethnography_idiq)

## 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

## EXPERIENCE



U.S. Small Business  
Administration

Certified Small Business

**Understanding your stakeholders is crucial for effective decision-making and successful mission execution.** We specialize in harnessing the power of digital ethnography to provide you with actionable feedback that can transform your understanding of the military community. **Survey less. Know more.**

**Feedback**  
digital ethnographic technology  
a CareStarter company

Example:

## How can Feedback & CareStarter impact Five & Thrive initiatives?

### 1 CHILDCARE.

**Identifying Barriers:** Uncover challenges in accessing affordable and quality childcare. Inform policy or process changes or to address these barriers.

**Evaluating Program Effectiveness:** Analyze feedback and experiences shared by families, & learn what aspects of existing childcare programs are effective & what areas may need improvement.

### 2 EDUCATION.

**Improving School Transitions:** Gain valuable insights into the challenges military children face when transitioning between schools. Develop specialized programs to ease transitions and support academic continuity.

**Enhancing Curriculum:** Uncover specific gaps or areas of improvement in the educational curriculum for military children. Inform adjustments to ensure a more effective and relevant learning experience.

### 3 HEALTHCARE.

**Improving Access:** Understand difficulties military families face in accessing healthcare services, especially in remote locations. Inform decisions about the placement of healthcare facilities and the availability of specialized services.

**Enhancing Mental Health Support:** Examine sentiments and experiences related to mental health services, and improve the support families receive.

### 4 HOUSING.

**Addressing Housing Concerns:** Gain insights into housing preferences, concerns, and challenges to inform decisions about base housing improvements, off-base housing allowances, and relocation support.

**Streamlining Moving Processes:** Understand the pain points in the moving process, and develop resources and support to make relocations smoother for families.

### 5 SPOUSE EMPLOYMENT.

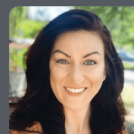
**Identifying Career Development Needs:** Shed light on specific career development needs and preferences of military spouses. Guide the creation of tailored programs and resources.

**Optimizing Hiring Assistance:** Analyze experiences with hiring assistance programs, and make adjustments to effectively connect spouses with job opportunities.

**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.**

Connect & learn more:



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