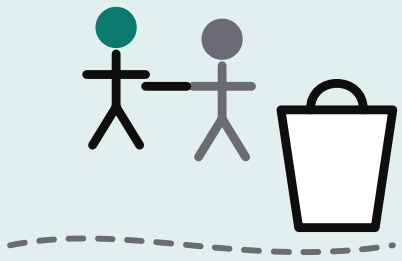
Method

# Go-along

Accompany a person during an everyday activity in their own setting, like shopping or getting around their neighborhood, and talk about what happens in the moment.



In Spanish
*Acompañamiento*

Origin
Kusenbach (2003), in urban sociology

Output
Notes and observations of an activity seen in its real context

## What it's for

It combines observing and asking: you see what the person does and hear why, right as it happens.

## Key elements

### On their turf
The activity and the place belong to the person, not to the study.

### Ask along the way
About what is happening now, not about what happened another day.

### Let the person lead
You come along; they choose the route and the pace.

## How it's done

1 

**Agree on the outing.** Which activity, where and for how long.

2 

**Go along and talk.** Observe, ask, and take notes or photos with permission.

3 

**Review afterward.** Sort notes and key moments as soon as possible.

## Applications in design

### When to use it

To understand decisions that depend on place: shopping, getting around or finding your way.

### Avoid

Turning it into a tour led by you: let the person set the route.

### Don't fall for it

Your presence changes what they do: keep that in mind when interpreting.

## Connections

Related to

- Ethnography
- Contextual inquiry
- Shadowing

## Authors and works

| | | |
|---|---|---|
| 2003 | **Margarethe Kusenbach** | Proposed the go-along to capture how people experience their surroundings as they move through them. |

### Sources

**Original sources**


- Kusenbach, M. (2003). Street phenomenology: The go-along as ethnographic research tool. Ethnography, 4(3), 455–485. View source (https://doi.org/10.1177/146613810343007)


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