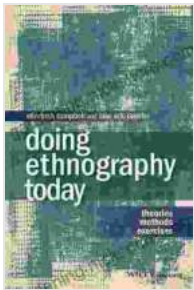


Doing Ethnography Today: Theories, Methods, Exercises

Ethnography is a qualitative research method that involves the systematic study of a group of people and their culture. It is a holistic approach that seeks to understand the social world from the perspective of the people who live in it.



Doing Ethnography Today: Theories, Methods, Exercises

★★★★☆ 4 out of 5

Language	: English
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Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 161 pages
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Ethnography has been used by anthropologists and sociologists for over a century to study a wide range of topics, including family life, work, religion, and politics. In recent years, ethnography has also been adopted by scholars in other disciplines, such as education, health, and business.

This guide will provide you with an overview of the theories, methods, and exercises involved in ethnographic research. We will begin by discussing the different theoretical perspectives that inform ethnographic research.

Theoretical Perspectives

There are a variety of theoretical perspectives that can be used to guide ethnographic research. Some of the most common include:

- **Symbolic interactionism:** This perspective focuses on the way that people create and interpret meaning through their interactions with others.
- **Interpretive anthropology:** This perspective emphasizes the importance of understanding the cultural context of human behavior.
- **Postmodern ethnography:** This perspective challenges the idea that there is one objective reality and instead argues that all knowledge is constructed.

The choice of theoretical perspective will influence the way that you design and conduct your ethnographic research.

Methods

There are a variety of methods that can be used to collect ethnographic data. Some of the most common include:

- **Participant observation:** This involves observing people in their everyday lives.
- **Interviewing:** This involves talking to people about their experiences and perspectives.
- **Case studies:** This involves studying a particular group or individual in depth.

- **Grounded theory:** This involves generating theory from the data that you collect.

The choice of methods will depend on the specific research question that you are trying to answer.

Exercises

The following exercises can help you to develop the skills needed to conduct ethnographic research:

- **Observation exercise:** Observe a group of people in a public setting. Pay attention to their interactions, their body language, and their surroundings.
- **Interview exercise:** Interview a person about their experiences and perspectives. Be sure to ask open-ended questions and to listen carefully to their responses.
- **Case study exercise:** Write a case study of a particular group or individual. Be sure to include detailed descriptions of their experiences and perspectives.
- **Grounded theory exercise:** Collect data from a variety of sources and use it to generate a theory about a particular phenomenon.

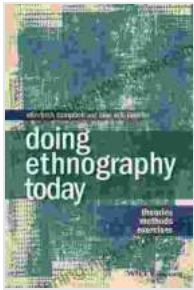
These exercises will help you to gain experience with the different methods of ethnographic research and to develop the skills needed to conduct your own research.

Ethnography is a powerful research method that can be used to gain a deep understanding of the social world. By understanding the different

theories, methods, and exercises involved in ethnographic research, you can conduct your own research and make a meaningful contribution to your field of study.

Additional Resources

- What is Ethnography?
- Ethnography: An
- ng Ethnography



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