

Qualitative Methods: Ethnography

February 25, 2004

Ethnography

- Ethnos - ethnic group
- Graph - writing
- Ethnography - branch of anthropology that describes human cultures or groups

Most common question

- What are the cultural patterns and perspectives of this group in the natural setting?
- Collecting data
 - Observations
 - Interviews
 - Field notes
 - Participation
 - Audio/Video tapes
 - Memos and journals

How do cultures vary?

- Language
- Religion/beliefs
- Dress
- Government
- Family structure
- Customs
- Housing
- Celebrations
- Architecture
- Art
- Communication

Ethnographic studies

- “Foreign” fields
- Nearby fields
- Marginalized societies
- Workplaces
- Groups
- Schools

Some ethnographic examples

- The feast in Nias, Indonesia
 - From Being There edited by C.W. Watson
- Schoolchildren from Ghana
- NPR Political Buzzwords