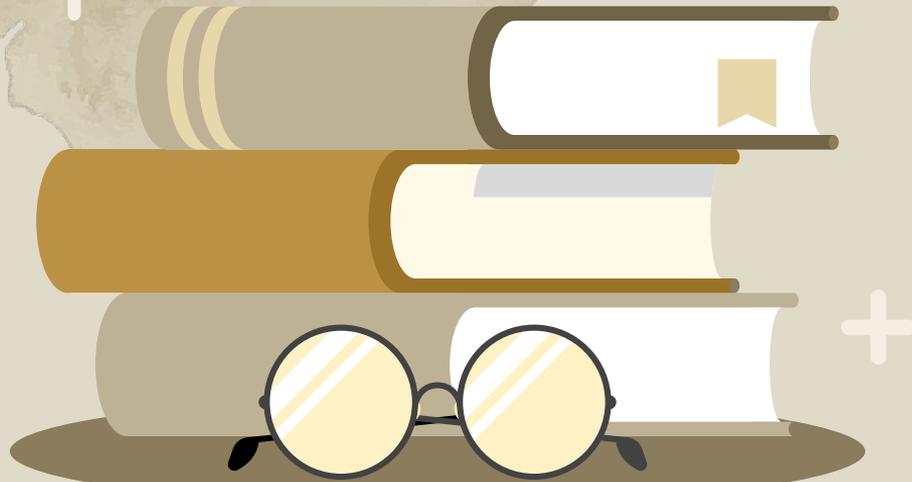


What is Ethnography?



Presented by Meg Breen
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Table of Contents

01. Definition

What is the study of ethnography?

03. The State of the Field

How has the field of ethnographic writing changed?

02. Methodology

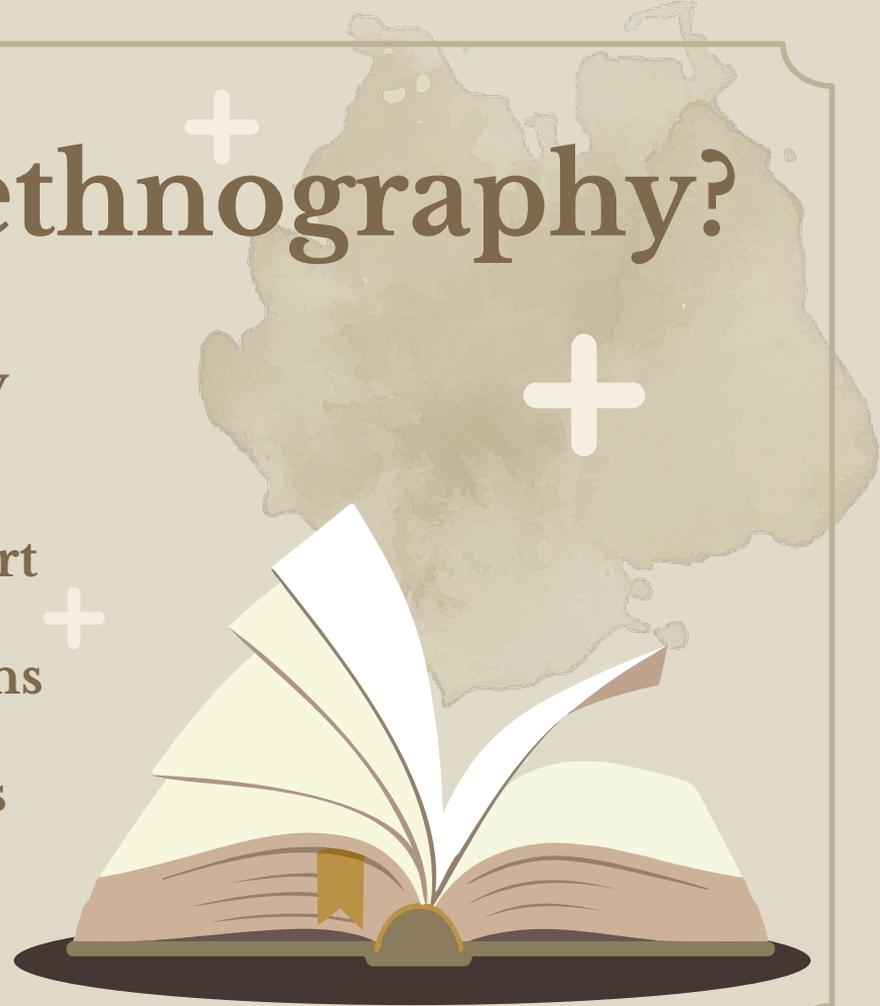
How are ethnographic studies conducted?

04. Examples

What are some current ways that ethnography is practiced?

What exactly is ethnography?

“Ethnography is a research strategy that allows researchers to explore and examine the cultures and societies that are a fundamental part of the human experience... The ethnographer collects data and gains insight through *firsthand* involvement with research subjects or informants.”



Methodology: How do you do Ethnography?



Participant-Observation

“on the ground” research where the researcher attends events, or engages the community in other ways relevant to their research & builds rapport and relationships



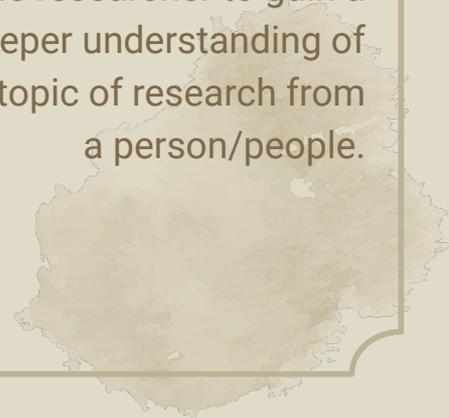
Maps & Charts

Can be utilized to show spatial relations, social interactions, family trees/ancestry, or flow diagrams



Interviews

A method and space for the researcher to gain a deeper understanding of the topic of research from a person/people.



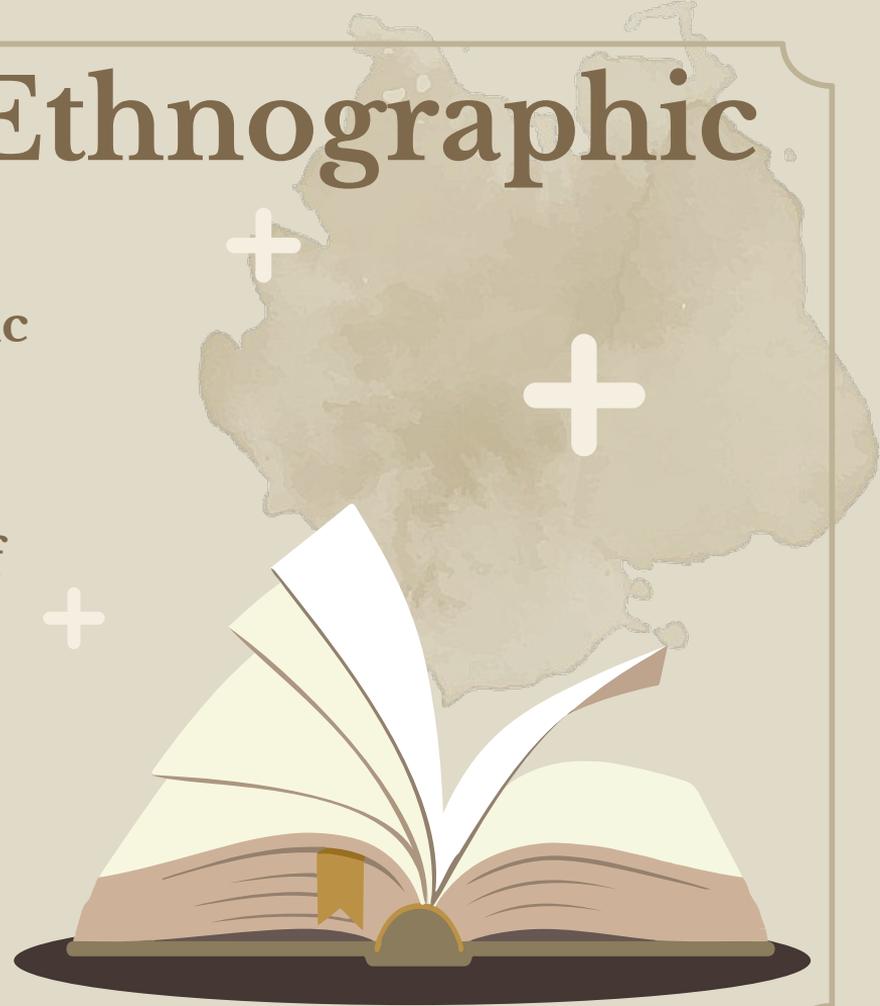
How has ethnographic writing evolved?

- ❖ Expansion of perspectives studied, previously largely male dominated, and did not show **holistic representations**
- ❖ Rejection of Colonialist/ **Social Darwinist beliefs**/attitudes
- ❖ Critiques of claims to absolute claims **objectivity** and authority
- ❖ Movement to acknowledge the constant shift and changes in culture. **Not static**



Social Media as Ethnographic Method

- Upcoming field of ethnographic method to gauge cultural behaviors
- Hesitation to overuse technology due to multitude of platforms and accuracy of information collected. Consideration to not over generalize/simplify
- A new way to gather mass data and note trends.



Sources & For Further Reading...

- Clifford, James, and George E. Marcus. *Writing Culture: the Poetics and Politics of Ethnography*. Berkeley, CA: University of California Press, 2011.
 - Provides an anthology of various essays from professionals and leaders in the field in the 80s following a conference held in Nevada. In depth discussion and critique of the state of the field in the twentieth century and the new styles of ethnography emerging at the time.
- Murchison, Julian M. *Ethnography Essentials: Designing, Conducting, and Presenting Your Research*. Londra, CA: John Wiley and Sons, 2010.
 - A textbook style guide to practicing ethnographic research. Covers topics from developing a question, history of the field, how best to present research findings, and the best ways to conduct research to provide the results intended.

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Visit our site at <https://chirp-lab.com> to learn more about our mission, projects, and current researchers.

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