



MEET

JANE

Like you she is...

Doing Research

CREATED USING

POWTOON



ETHNICITY

ORIGIN

CULTURE

And like you,

JANE

struggles with
Qualitative
Research

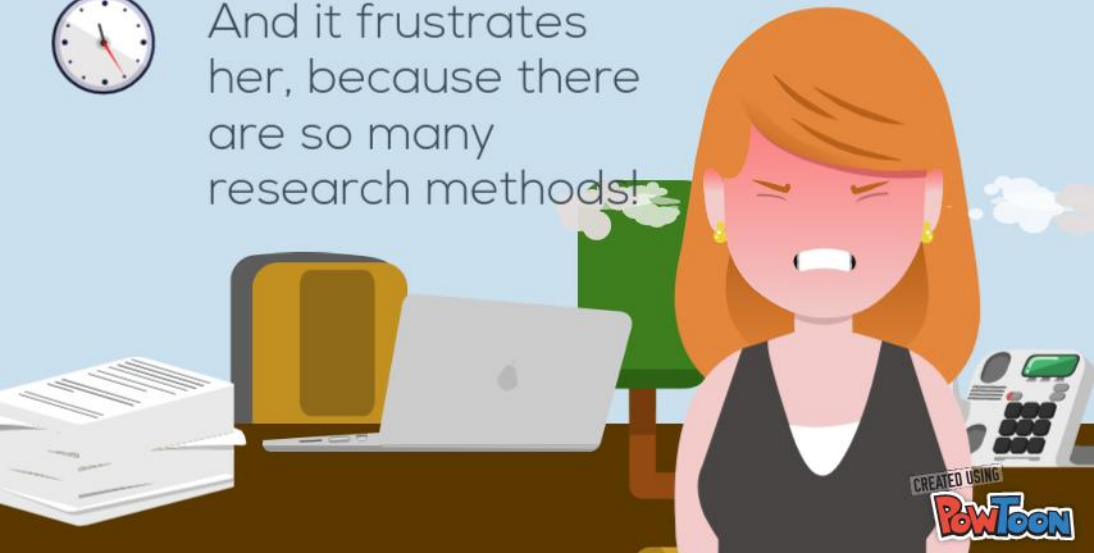
BEHAVIORS

CREATED USING

POWTOON



And it frustrates her, because there are so many research methods!



CREATED USING

POWTOON



Phenomonology

Methodology

Ethnography



**Pick
One!**

JANE

Use one method at a time

CREATED USING

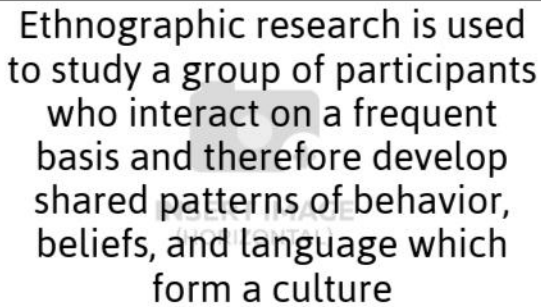
POWTOON



ETHNOLOGY!!!

CREATED USING

POWTOON

A computer monitor with a black bezel and a silver base is centered on a light blue background. The screen is white and contains black text. The text is centered and reads: "Ethnographic research is used to study a group of participants who interact on a frequent basis and therefore develop shared patterns of behavior, beliefs, and language which form a culture".

Ethnographic research is used to study a group of participants who interact on a frequent basis and therefore develop shared patterns of behavior, beliefs, and language which form a culture

CREATED USING

POWTOON

Focus on developing a complex, complete description of the working patterns of the group, not just explaining their ways or culture itself



Use theory to develop a broad explanation of what you hope to find which is drawn from cognitive science or from materialist theories

Extensive fieldwork

Use of verbatim quotes of participants' views and synthesis of this data using the scientific perspective

Ethnography can take a variety of forms including video and electronic media





2 types of Ethnography



1

CRITICAL

An objective account of the situation, typically written in third-person and reporting objectively on the information learned from participants



2

REALIST

Researchers advocate for the emancipation of groups who are marginalized in society



CREATED USING

POWTOON

Procedures

1. First determine if ethnography is the most appropriate design for this research study
2. Identify and locate a "culture-sharing" group to study
3. Determine which type of ethnography will be most appropriate ie: realist or critical
4. Conduct fieldwork and gather information in the setting where the group works
5. Present the patterns observed from this group in a written, artistic or performance format





So

JANE

Is it that easy?
RIGHT AWAY!



CREATED USING

POWTOON



Yes, but there are a few challenges

Find meaning in the study of a culture which is an intangible thing and not something you can see, touch or feel

This type of study is very time consuming and can require large amounts of time in the field

Possibility of the researcher "going native" which compromises their objectivity and renders them unable to complete the study



CREATED
USING

