CNS 721 - Assignment 6.3: Chapter Presentations

Ethnographic Research

What is Ethnographic Research?

- Most established and frequently used approaches to qualitative research
- The process of studying a cultural group and the end product of the research
- Documents people's lives and activities.
  - Understand their experiences from their personal perspectives
  - Interpret their behavior as it is shaped by social contexts

Key characteristics of Ethnographic Research

- Describe the cultural characteristics of a group in its natural setting
- Immersion
- Disciplinary roots are in anthropology
- Describe, analyze, and interpret a cultural group’s collective patterns of behavior, beliefs, and language

When should Ethnographic research be used

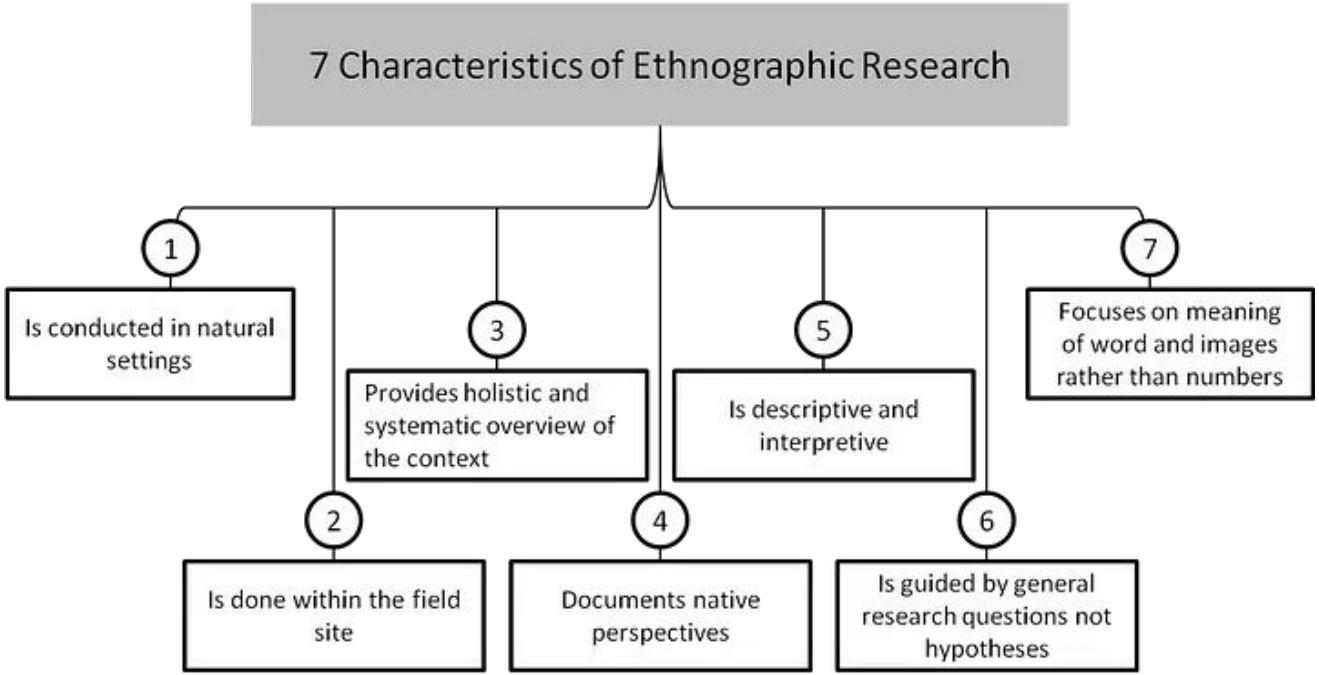
- Used to study groups with a shared culture to better understand that culture or how important issues may affect that culture's values, beliefs, or another aspect of their lived experience.
- The participants may be a narrowly defined group or more broadly defined group impacted by some important issue worthy of study

How is Ethnographic Research evaluated

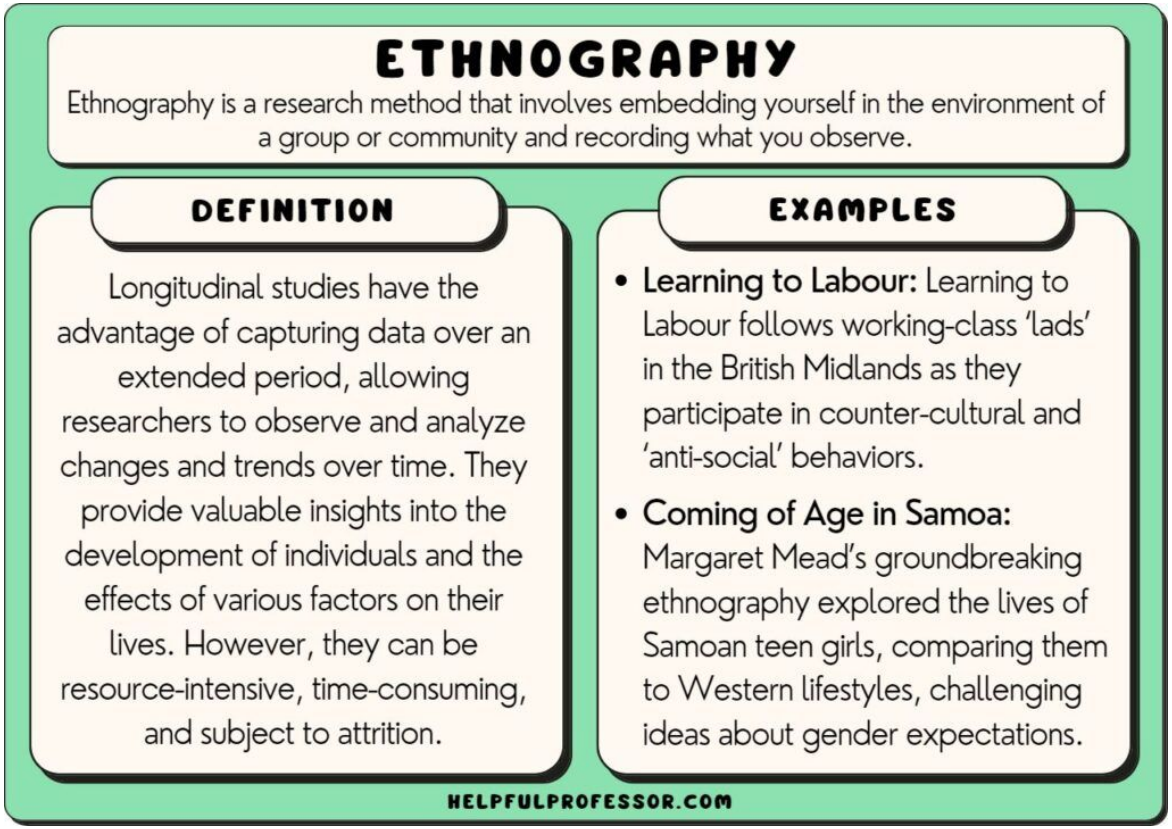
- Spend a lot of time with participants to collect and analyze data that documents how the group experiences the issue under study
- Collect large volumes of material
- Unstructured and semi-structured interviews, observation, and archival review

Example

- Children with ADHD may represent a cultural group based on a shared experience
  - School experiences



Tyne, S. V. (2017, December 20). Ethnographic Research is the Key to Really Understanding Your Customers' Needs. Medium. https://medium.com/@sean_82431/ethnographic-research-is-the-key-to-really-understanding-your-customers-needs-f31e89f26b43



Drew (PhD), C. (2022, September 26). 15 Great Ethnography Examples (2022). Helpfulprofessor.com. https://helpfulprofessor.com/ethnography-examples/

References

Drew (PhD), C. (2022, September 26). 15 Great Ethnography Examples (2022). Helpfulprofessor.com. https://helpfulprofessor.com/ethnography-examples/

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