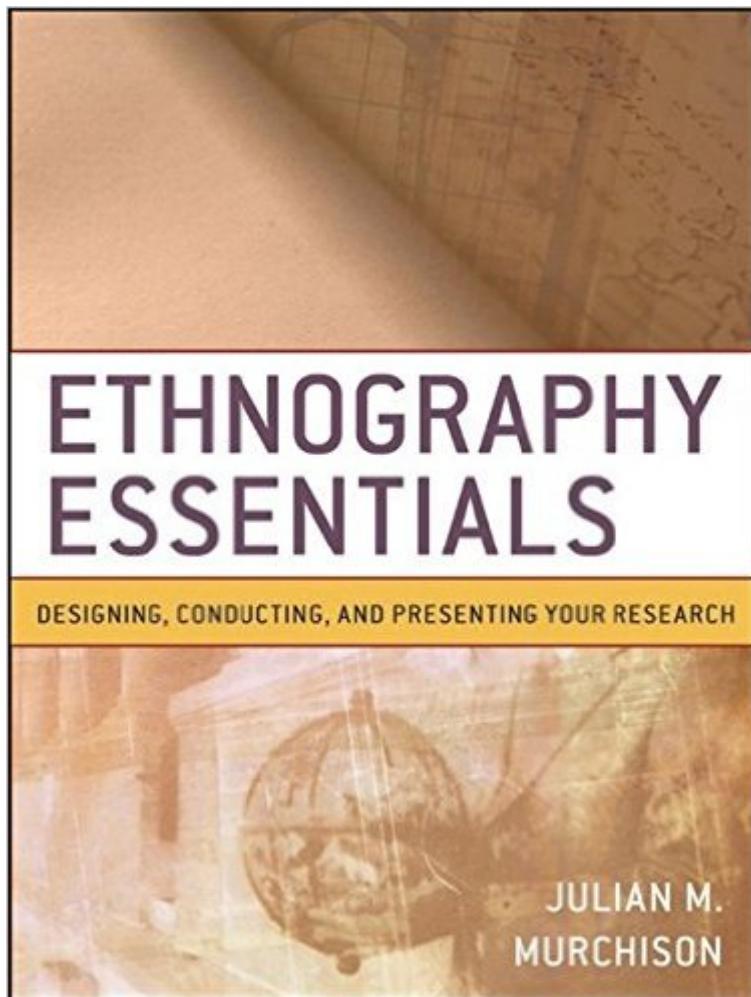


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# Ethnography Essentials: Designing, Conducting, And Presenting Your Research



## **Synopsis**

A comprehensive and practical guide to ethnographic research, this book guides you through the process, starting with the fundamentals of choosing and proposing a topic and selecting a research design. It describes methods of data collection (taking notes, participant observation, interviewing, identifying themes and issues, creating ethnographic maps and tables and charts, and referring to secondary sources) and analyzing and writing ethnography (sorting and coding data, answering questions, choosing a presentation style, and assembling the ethnography). Although content is focused on producing written ethnography, many of the principles and methods discussed here also apply to other forms of ethnographic presentation, including ethnographic film. Designed to give basic hands-on experience in the overall ethnography research process, *Ethnography Essentials* covers a wealth of topics, enabling anyone new to ethnography research to successfully explore the excitement and challenges of field research.

## **Book Information**

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## **Customer Reviews**

I'm teaching this book in my Ethnographic Research course. The book is well-titled: the concise chapters convey the basics of qualitative research (in contrast to, say, Strauss & Corbin). This approach has limitations, but I actually find it very useful for teaching at the undergraduate level, where I'd like students to focus most of their time actually carrying out fieldwork and analysis.

This book is full of good information and guidance and I learned quite a bit from it. Soon I will be in

the early stages of writing my dissertation and I feel more confident about it now. This is a great book to have on hand especially as an addition to the class text book.

Once before you do anything, and then again as you go through your actual ethnography. Reading the whole book in its entirety was quite helpful in helping me to see the big picture of the final product as a beginner ethnographer. Great read and very insightful.

Perfect condition

Helpful book! Could have been better and way overpriced! I would have liked to have spent less money on this book but I have learned

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