

# Ethnography

is the study of social interactions, behaviours, and perceptions that occur within groups, teams, organisations, and communities.

• The central aim of ethnography is to provide rich, holistic insights into people's views and actions, as well as the nature of the location they inhabit, through the collection of detailed observations and interviews.

A method to explore the nature of a certain social phenomenon and it tends to use unstructured data

## Hammersley

states that ethnography is a study at first hand about what people do and say in a particular context.

## Honer

ethnographies usually focus on a specific culture, characteristics and all information embedded in it.

# Ethnography

qualitative methodology

data collection depends on observation (participant and non-participant)

is exploratory in nature.

the ethnographer goes into the field to explore a cultural group and/or explore certain social interactions.

Helps overcome the limitations of relying solely on interview data

يساعد في التغلب على قيود الاعتماد فقط على بيانات المقابلة

Ethnographer not only observes a social group, setting or subject matter, but engages in the participation actively with a general commitment to observing everyday social life.

obtain information about certain socio-cultural phenomena through the members of the society or documents about those phenomena.

Ethnographer can make modification to the research questions, design and technique from the beginning until the completion of the study

• 'Immersion', which means that the researchers are making observations over time. Therefore, there is not just one observation that will conclusively define evolving understanding of the phenomena the researcher is studying.

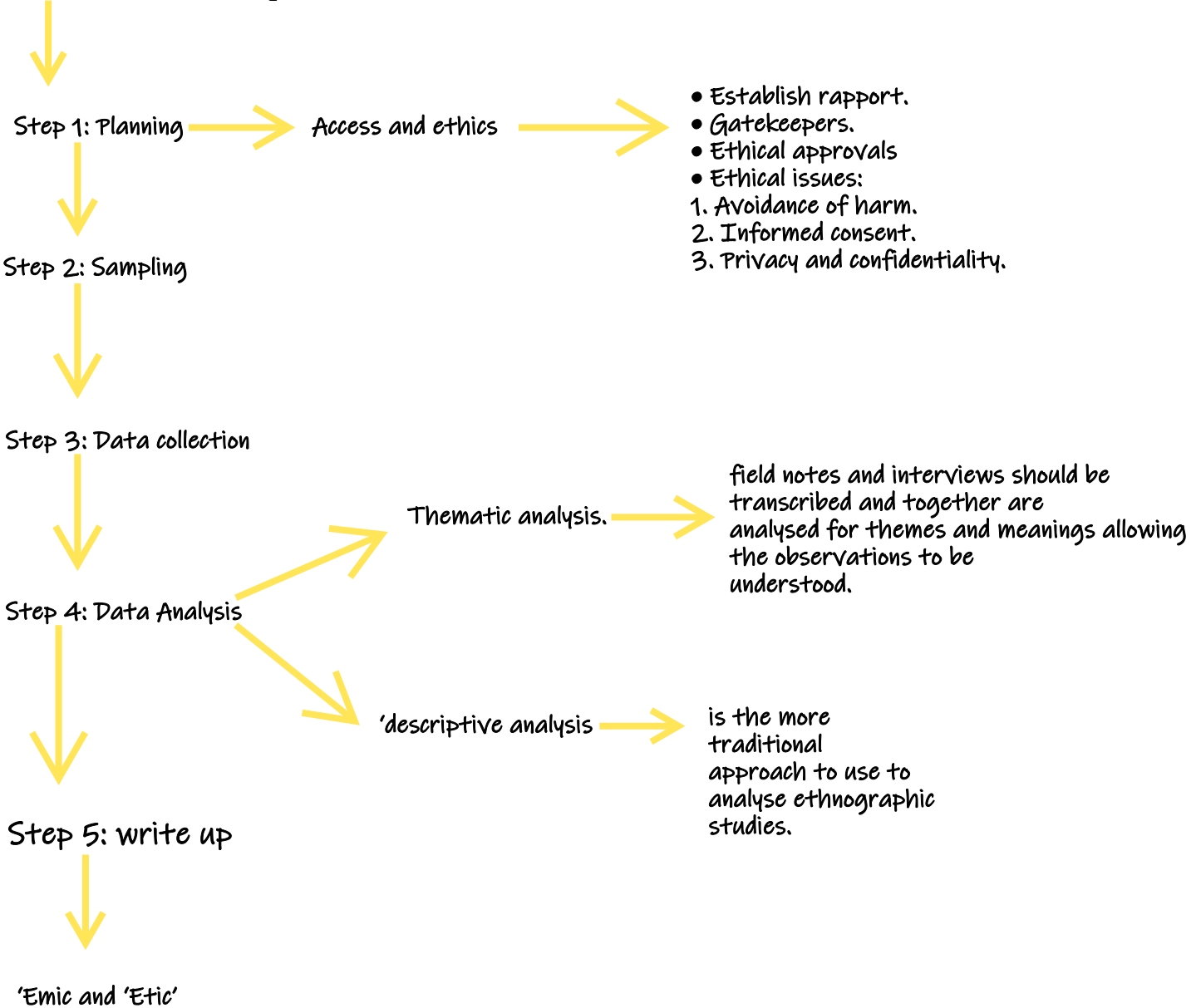
الغمر" ، مما يعني أن الباحثين يقومون بملاحظات بمرور الوقت. لذلك ، لا توجد ملاحظة واحدة فقط من شأنها أن تحدد بشكل قاطع

# Reflexivity

products of research are affected by the personnel and process of doing research.

Reflexivity, which can be understood as a process of selfexamination (exploring one's assumptions, emotional reactions, cultural positioning) through specific actions (keeping a journal, debriefing with others, and so on) within a field of inquiry

# Steps of Ethnographic research



## Limitations of Ethnography

1. Sample size is a limitation of the ethnography method. The time required being involved in participant observation and conducting long interviews greatly limits the sample size.
2. 'Hawthorne Effect': if people know they are being observed they may change their behaviour.
3. It is difficult to generalize with the ethnography method. When researching a certain culture, the results cannot necessarily be generalized to other populations.
4. The acceptance of the culture

Case Study	Ethnography
does not only depend on participant-observer data but mainly uses interviews.	It may require certain periods of time in the 'field' and emphasize details of observational evidence.
does not have to present direct and detailed observations, but it can be based on any quantitative or qualitative data.	The ethnographer may use an interview as an additional technique to capture whole participant's perspective.

# past paper

1. Which of the following is considered as a hallmark for ethnographic research?

- Integrating of temporality, sociality, and spatiality.
- Collecting data from multiple sources of information.
- It entails an interest in cultures and cultural understanding.
- The potential for data horizontalization and employment.
- Bounded system.

ANS: C

Design used to study birth practices in different cultures:

- ethnography

A design that uses the largest samples:

- ethnography

Study phenomena in cultural context:

- ethnography