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**Online
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Qualitative Research Design: Ethnographic Research

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What is ethnographic research?

- Focuses on developing a complex, detailed description of the culture of a group – the social behaviors of an identifiable group of people.
- Ethnographers identify patterns (rituals, customary social behaviors, or regularities) of the group's mental activities (ideas and beliefs expressed through language), or material activities (how they behave within the group as expressed through their actions observed by the ethnographers).

Source: Creswell (2013, p.91-92)

The key characteristics of ethnographic research [1]

Characteristics	Ethnography
Focus	Describing and interpreting a culture-sharing group.
Type of problem best suited for design	Describing and interpreting the shared patterns of culture of a group.
Discipline background	Drawing from anthropology and sociology.
Unit of analysis	Studying a group that shares the same culture.

Source: Creswell (2013, p.104)

The key characteristics of ethnographic research [2]

Characteristics	Ethnography
Data collection forms	Using primarily observations, interviews, and other sources.
Data analysis strategies	Analysing data through description of the culture-sharing group and themes about the group.
Written report	Describing how a culture-sharing group works.

Source: Creswell (2013, p.105)

Summary

Ethnographic design:

- Cultural themes
- A culture-sharing group
- Shared patterns of behavior, belief and language
- Fieldwork
- Description, themes and interpretation
- Context or setting
- Researcher reflexivity

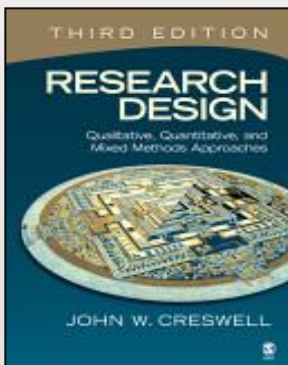
Source: Creswell (2012, p.468)

References



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