

ETHNOGRAPHY RESEARCH



What Is Research?

- Research is the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study. It is the function of the researcher to contribute to the understanding of the phenomenon and to communicate that understanding to others.

Types of research

- Survey research
- Action research
- Ethnography research
- Evaluation research
- Participatory research
- Other various types of RESEARCH.....

Ethnography Explained.....

- “Ethnography is the art and science of describing a group or culture. The description may be of a small tribal group in an exotic land or a classroom in middle class urban setup (Fetterman, 1998)”.

- Ethnography came from the Greek,

Ethnos = People

Graphing = writing

It identifies its roots in sociology and anthropology.....

Ethnography explained...

Ethnography is a Social science research method. Its primary data collection method is mainly combined with social background.

- A qualitative approach that studies the **cultural** patterns and perspectives of participants in their natural settings

Specifically Ethnography is....

- The most complex of all research
- To obtain as holistic a picture as possible
- A holistic perspective of:
 - A particular group of society
 - Institution
 - Setting
 - Situation
- ✓ Sort of description that can only emerge from spending a lengthy amount of time intimately studying and living in a particular social setting
(Van Maanen, 1982, p. 103-104)

Purposes of Ethnography Research

- The main purpose of ethnography is to obtain a deep understanding of people and their culture
- One distinguishing feature is fieldwork
- In ethnographic research, the context is what defines the situation and makes it what it is...

Characteristics of Ethnographic research

- Contextual

The research is carried out in the context in which the subjects normally live and work

- Unobtrusive

The research avoid manipulating the phenomena under investigation

- Longitudinal

The research is relatively long

- Collaborative

The research involves the participation of stakeholders other than the researcher

- Interpretative

The researcher carries out interpretative analysis of the data

- Organic

There is interaction between questions/ hypothesis and data collection/ interpretation.

● **SUMMARY CHARECTERISTICS OF ETHNOGRAPHY RESEARCH**

- Conducted in a natural context.
- Emphasis on documenting everyday experiences of individuals by observing and interviewing
- Involves intimate face-to-face interactions with participants.
- Reflects participants' perspectives and behavior.
- Data is collected primarily through fieldwork experiences.
- Uses multiple data sourced including both quantitative and qualitative.
- Key tools : in depth interviewing & continual observation

- Investigates a small number of cases in detail.
- Uses data analysis that involve the explicit interpretation of the meanings and functions of human actions
- Interpretations of people's actions and behaviour that are uncovered through the investigation of what they actually do and the reason for doing it.
- Offers a representation or interpretation of people's lives and behaviour.
- Built on the points of understanding that occur between the researcher and participants.
- Thick description
- Non-judgmental orientation (researcher refrain from making value judgement)

Ethnography as a Method

- People's behavior is studied in everyday on texts, rather than under experimental conditions created by the researchers.
- data are gathered from a range of sources ,but observation and/or relatively conversations are usually the main ones.
- The approach to data collection Is Unstructured. It means that in the data collection process a detailed plan is not followed.

Methodological principles of Ethnographic research

- **Naturalism** – that the aim of social research is to capture the character of naturally occurring human behavior
- **Understanding** – we can understand the situation of the base human background and we not misunderstand anything to happen in the research.
- **Discovery** – Research is based on inductive or discovery based.

REQUIREMENT

- the language of that culture
- first-hand participation & interpretation
- intensive work with a few informants from that setting

CULTURE

- the beliefs, values, and attitudes that structure the behavior patterns of a specific group of people
- at a minimum, similarity must be shared by a significant number of members of a social group; shared in the sense of being behaviorally enacted, physically possessed, or internally thought
- *Subculture*: group having social, economic, ethnic, or other traits distinctive enough to distinguish it from others within the same culture or society

Data collection in ethnography research

- Data collection in ethnography research is based on mainly three types, there are-

Interviews

Observations

Documents

In ethnography research we can get data through these kinds of tasks.....

Watching what happened/Listening to what is said/
asking questions in formal and informal ways

ETHNOGRAPHY

What can be studied:

- Tribes
- Subcultures
- Public realm
- Organizations

Kinds of data:

- Interviews
- Field notes
- Texts
- Visual data
- Transcripts



AIMS

1. Seeing: through the eyes of the people being observed
2. Description: paying attention to the mundane details
3. Contextualism : conveying messages in a complete manner so that understand the wider social and historical context
4. Process: viewing social life as involving interlocking series of events
5. Flexible research design: adapting research methods to various situations as they unfold
6. Avoiding early use of theories and concepts

SAMPLING

- Typically small (often only a few individuals ,or a single class)



DOING ETHNOGRAPHY

4 (FOUR) Separate Sets of Notes Needed:

1. Short notes made at the time
2. Expanded notes made as soon as possible after the field session
3. A fieldwork journal to record problems and ideas that arise during each stage of field work
4. A provisional running record of analysis and interpretation

(Spradley, 1979)

In order to increase reliability creating *contact summary sheets* is suggested.

Why Important:

1. Guide planning
2. Suggests new or revised codes/themes
3. Coordinates several fieldworkers work
4. Serves as a reminder of the contact at a later date
5. Serves as the basis for data analysis

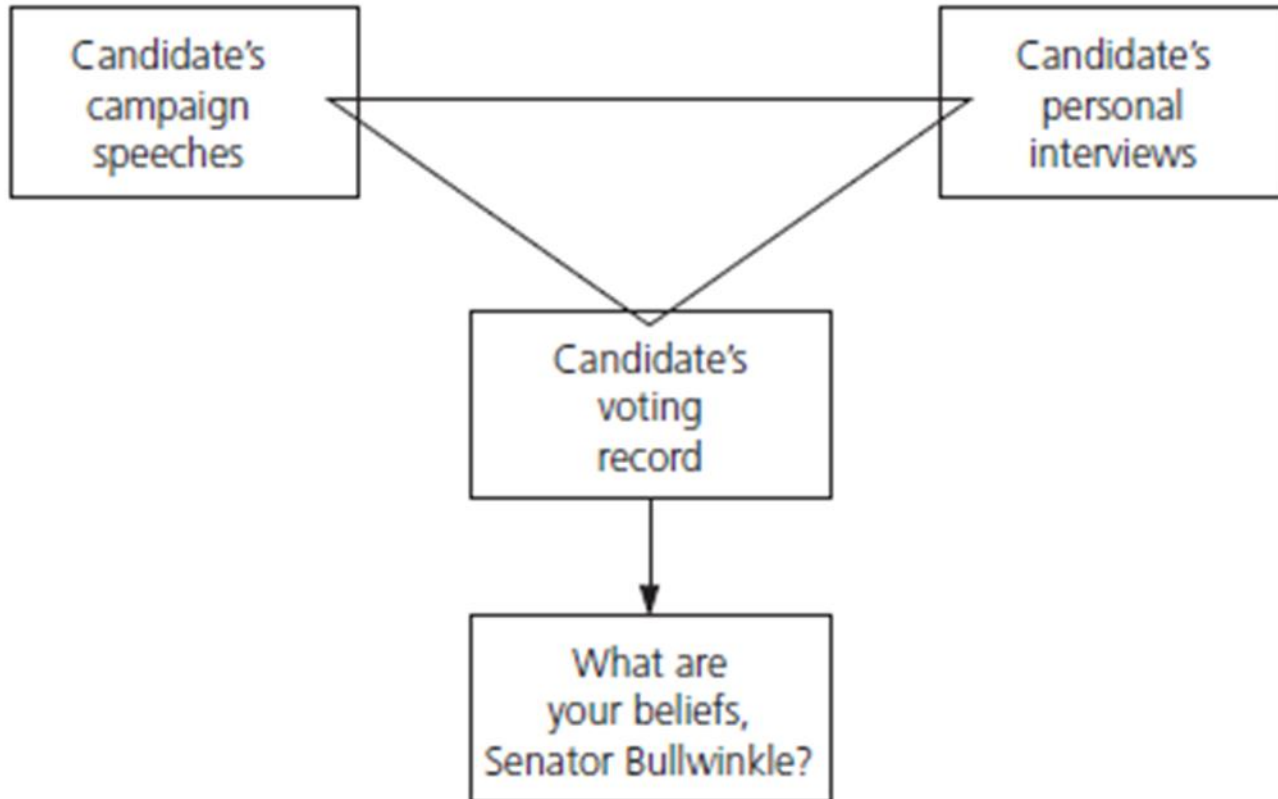
Questions for Contact Summary Sheets:

1. What people, events, or situations were involved?
2. What were the main themes or issues in the contact?
3. Which research questions did the contact bear most centrally on?
4. What new hypotheses, speculations, or guesses about the field situations were suggested by the contact?
5. Where should the fieldworker place most energy during the next contact, and what sorts of information should be sought?

DATA ANALYSIS

- Triangulation
 - Key events
- Visual representation
 - Statistics
- Crystallization

TRIANGULATION



CRITIQUE OF ETHNOGRAPHIC RESEARCH

Advantages of Ethnography research

- One of the most valuable aspects is the depth of understanding
- Can challenge 'taken for granted' assumptions

Disadvantages of Ethnography research

- Takes a long time
- Does not have much breadth
- It can be difficult for some to write up the findings for a journal article

METHODOLOGICAL ISSUES

Social researchers assumes a “learning role,” so many scientific type questions will not work when conducting social science research.

- ✓ There are several methodological issues to consider.

ISSUES (CONT....)

1. Defining a research problem

a) avoid early specification of definitions hypothesis

- - puts too many constraints on what you're observing

b) develop animating questions to consider

- - narrow and focus
- - limit your research topic

2. Choosing a research site

a) "case the joint"

3. Gaining access:

- - closed or private
- - open or public

4. Finding an identity

- a. Observers may change the situation just by their presence

5. Looking as well as listening

- a. explain the situation as you would to a sighted person who is blindfolded

6. Recording observations

- a. must decide what is the best format to record note in

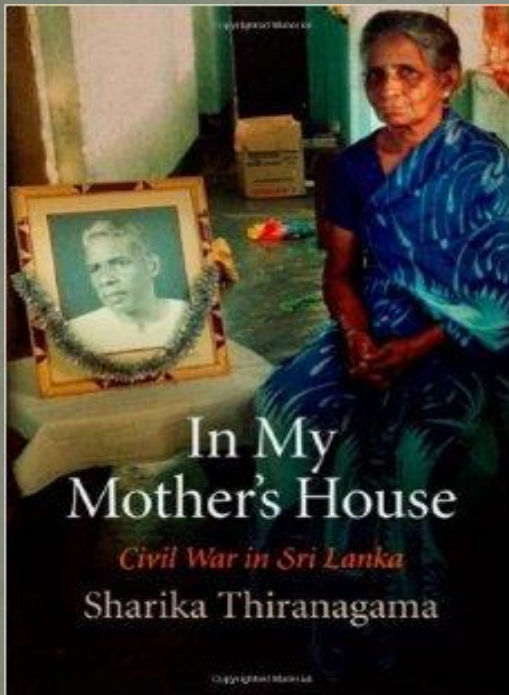
- b. must decide what to “weed out”

- c. analyze as you go/catagorize

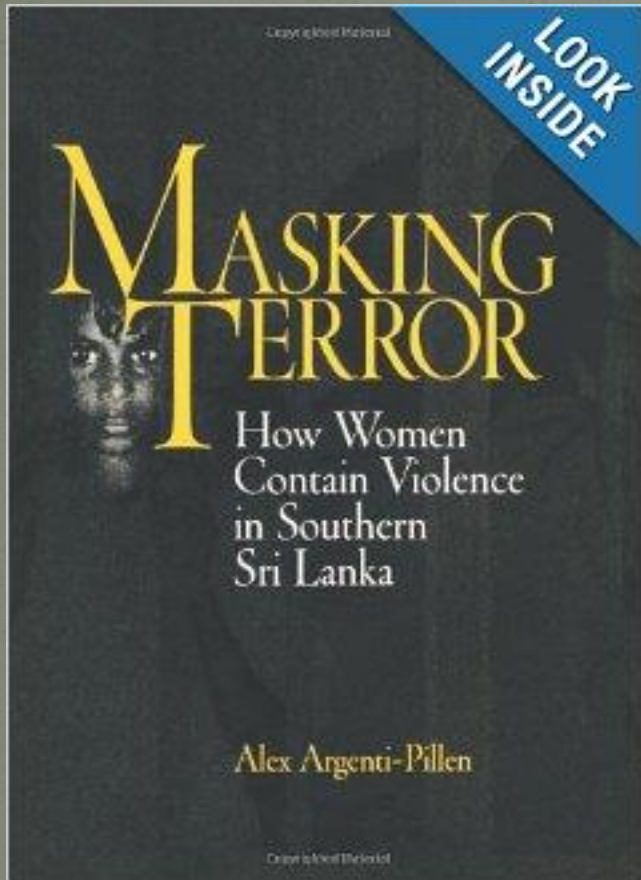
Ethical concerns in Ethnography research

- We conduct the ethnography research we concern about some kind of a major ethical concerns.....those are –
 - Informed consent
 - Privacy
 - Harm
 - Exploitation

Sri Lankan Ethnography research....



In My Mother's House: Civil War in Sri Lanka (The Ethnography of Political Violence) [Hardcover] [2011] (Author) Sharika Thiranagama



Masking Terror: How Women Contain Violence in Southern Sri Lanka (The Ethnography of Political Violence)
By Alex pilen.

Article

Health-care system and nursing in Sri Lanka: an ethnography study.

Buddika sunil saranath de silva

Conclusion!!

“Ethnographic research is, in many respects, the most complex of all research methods...”

(Helen et al. ,2012)

Yet one cannot deny the unique importance of the design.

HISTORICAL RESEARCH



Is the systematic collection and evaluation of data to describe, explain, and thereby understand action or events that occurred sometime in the past

Focuses on the past.

There's no manipulation or control of variables

WHAT IS HISTORICAL RESEARCH?

To learn how things were done in the past to see if they might be applicable to present-day problems and concerns.

To assist in prediction. If a particular idea or approach has been tried before, even under somewhat different circumstances, past results may offer policy makers some ideas about how present plans may turn out.

To test hypotheses concerning relationships or trends.

To make people aware of what has happened in the past so they may learn from past failures and successes

THE PURPOSE OF HISTORICAL RESEARCH

To understand present educational practices and policies more fully.

STEPS IN HR?



Defining the problem

Locating relevant sources

Summarizing information obtained from historical sources

Evaluating historical sources

DEFINING THE PROBLEM

- Purpose of a historical study in education is to describe clearly and accurately some aspect of the past as it related to education or schooling
- Researchers aim to do more than just describe, they want to go beyond description to clarify and explain and sometimes to correct
- In HR problem maybe selected for study for which insufficient data are available.
- Data of interest, such as diaries or maps from a particular period cannot be located in historical research.

LOCATING RELEVANT SOURCES

CATEGORIES OF SOURCES

After researchers has decided on the problem or question to be investigate, the search of sources begins.

DOCUMENTS

- Written or printed documents which have been produced in some form or another (annual reports, artwork, bills, books, legal records, newspapers, magazines, diaries, court records and etc.)
- Published or unpublished.

NUMERICAL RECORDS

- Any type of numerical data in printed records include any type of numerical data in printed form: test scores, attendance figures, census report, school budgets.

ORAL STATEMENTS

- Another valuable source of information for the historical researcher are the statements people make orally.
- interviews, stories, myths, tales, legends, chants, songs, and other form of oral expression.

RELICS

- Any object whose physical or visual characteristics can provide some information about the past. Examples furniture, artwork, clothing, buildings, monuments, equipment.

Examples of Historical Studies

- I. “Shakespeare Under Different Flags: The Bard in German Classrooms from Hitler to Honecker”
- II. “A better Crop of Boys and Girls: The School Gardening Movement, 1890-1920”
- III. “Indian Heart/White Man’s Head: Native-American Teachers in Indian Schools”

EXAMPLES OF HISTORICAL SOURCES

- Attendance records from two different school districts over a 40-year period.
- A taped oral interview with a secretary of education who served in the administrations of three different U.S presidents.
- A diary kept by a woman teacher on the Ohio frontier in the 1800s
- Samples of clothing worn by students in the early nineteenth century in rural Georgia.

Primary VS Secondary Sources

PRIMARY SOURCES

- Prepared by an individual who was a participant in or direct witness.
- Example: an eyewitness account of the opening of a new school.

SECONDARY SOURCES

- Document prepared by an individual who was not a direct witness but obtained description of the event from someone else.
- Example: a newspaper editorial commenting on a recent teachers' strike would be an example.

Whenever possible, historians want to use primary sources than secondary sources. Why?

SUMMARIZING INFORMATION OBTAINED FROM HISTORICAL SOURCES

- When a researcher rely on secondary data sources, he or she increases the chance of the data being less detailed/or less accurate.
- Data one collects under categories related to the problem being studied; and summarizing pertinent information.
- Categorical data simply indicate the total number of objects, individuals, or events a researcher finds in a particular category.
- Example : researcher who reports the number of students completing a program in successive years, is reporting categorical data.
- Notice that, researcher are looking for the frequency of certain characteristics, objects, individuals, or events.
- Example : a study investigating the daily activities that occurred in nineteenth century elementary schoolrooms. categories : subjects taught, learning activities, play activities.

EXAMPLE OF HISTORIANS ENGAGE IN RESEARCH

ASSUMPTION

DIVIDE
WORKS

FILLING
NOTEBOOKS WITH
FACTS

WRITE
FROM
BEGINNING TO THE
END

BEGIN TO
WRITE
AFTER
CAPITAL
SOURCES

MORE
WRITING,
BETTER
UNDERSTANDING
THE
RELEVANCE
AND
SIGNIFICANCE
OF
WHAT TO
FIND

EVALUATING HISTORICAL SOURCES

External Criticism

- Refer to *genuineness* of the documents researcher uses.
- Wanted to know whether the documents they find were really prepared by the author of the document
- Sometimes, falsified documents can lead to erroneous conclusions.

Internal Criticism

- Once satisfied that document is *genuine*, they need to determine if the document is *accurate*.
- Both the accuracy of the information contained in a document and the truthfulness of the author need to be evaluated.
- Whereas external criticism has to do with the nature or authenticity of the documents itself with what documents says.

SAMPLE QUESTIONS OF INTERNAL CRITICISM

- **Who wrote this document?**
- **For what purpose was the document written?**
- **When was the document written?**
- **Where was the document written?**
- **Under what conditions was the document written?**
- **Do different forms or versions of the document exist?**

SAMPLE QUESTIONS OF INTERNAL CRITICISM

- 1. With regard to the author of the doc?**
 - Was the author present at the event he or she is describing?
 - Was the author a participant in or an observer of the event?
 - Was the author competent to describe the event?
 - Was the author emotionally involved in the event?
 - Did the author have any vested interest in the outcomes of the event?
- 2. With regard to the contents of the doc?**
 - Do the contents make sense?
 - Could the event described have occurred at that time?
 - Would people have behaved as described?
 - Does the language of the document suggest a bias of any sort?
 - Do other versions of the event exist?

DATA ANALYSIS IN HR

- Historical researchers must find ways to make sense out of what is usually a very large amount of data and then synthesize it into meaningful narrative of their own.
- Operate sources from theoretical model that helps them organize the information they have collected.
- A coding system maybe useful.
- Some historians, used quantitative data to validate interpretations derived from documents, such as crime and unemployment rates.

ADVANTAGES AND DISADVANTAGES OF HR?

ADVANTAGES

- Permits investigation of topics and questions that can be studied
- Wider range of evidence than most other methods
- Provides an alternative and richer source of information with other methodologies

DISADVANTAGES

- Measures used in other methods to control for threats to internal validity are simply not possible in a HR
- Limitations imposed by the nature of the sample of documents and the instrumentations process are likely to be severe
- Unable to ensure representativeness of the sample
- Possibility of bias due to researcher characteristics
- Possibility any observed relationships are due to a threat involving subject characteristic.
- Difficult type of research to conduct
- Need skills of linguistics, chemist and archeologist.

Q&A SESSION

1. What would you say is the most difficult aspects of ethnographic research?
2. Ethnographic studies are rarely replicated. Why do you supposed this is do?
3. Which of the steps involved in historical research do you think is the hardest to complete? Why?
4. Do researchers can ensure the representatives of the sample? Why?
5. Historians usually prefer to use primary rather than secondary sources. Why?

A yellow sticky note is pinned to a grey, textured background. The note is slightly tilted and has a white tab at the top center. The words "Thank you" are written in a black, cursive script. The word "Thank" is on the top line, and "you" is on the bottom line, with a long descender on the 'y' that loops back up. The background has a rough, torn-edge appearance.

Thank
you