

The Ethnographic Interview

James P Spradley

Food and Language: Discourses and Foodways across Cultures explores in innovative ways how food and language are intertwined across cultures and social settings. How do we talk about food? How do we interact in its presence? How do we use food to communicate? And how does social interaction feed us? The book assumes no previous linguistic or anthropological knowledge but provides readers with the understanding to pursue further research on the subject. With a full glossary at the end of the book and additional tools hosted on an eResources page (such as recommended web and video links and some suggested research exercises), this book serves as an ideal

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introduction for courses on food, language, and food-and-language in anthropology departments, linguistics departments, and across the humanities and social sciences. It will also appeal to any reader interested in the semiotic interplay between food and language. Qualitative researchers have long made use of many different interview forms. Yet, for novice researchers, making the connections between "theory" and "method" is not always easy. This book provides a theoretically-informed guide for researchers learning how to interview in the social sciences. In order to undertake quality research using qualitative interviews, a researcher must be able to theorize the application of interviews to investigate research problems in social science research. As part of this process, researchers examine their subject positions in relation to participants, and examine their interview interactions systematically to inform research design. This

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book provides a practical approach to interviewing, helping researchers to learn about themselves as interviewers in ways that will inform the design, conduct, analysis and representation of interview data. The author takes the reader through the practicalities of designing and conducting an interview study, and relates various forms of interview to different underlying epistemological assumptions about how knowledge is produced. The book concludes with practical advice and perspectives from experienced researchers who use interviews as a method of data generation. This book is written for a multidisciplinary audience of students of qualitative research methods.

This bold agenda-setting title continues to spearhead interdisciplinary, multisensory research into experience, knowledge and practice.

Drawing on an explosion of new, cutting edge research Sarah Pink uses real world examples to bring this innovative area of study to life. She

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encourages us to challenge, revise and rethink core components of ethnography including interviews, participant observation and doing research in a digital world. The book provides an important framework for thinking about sensory ethnography stressing the numerous ways that smell, taste, touch and vision can be interconnected and interrelated within research. Bursting with practical advice on how to effectively conduct and share sensory ethnography this is an important, original book, relevant to all branches of social sciences and humanities.

Doing Ethnographies is an introductory and applied guide to ethnographic methods. It focuses on those methods - participant observation, interviewing, focus groups, and video/photographic work - that allow us to understand the lived, everyday world. Informed by the authors' fieldwork experience, the book covers the relation

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between theory, practice and writing, and demonstrates how methods work in the field, so preparing the first-time ethnographer for the loss of control and direction often experienced.

Violence, Trauma, and Intervention in Haiti

Biographic Narrative and Semi-Structured Methods

Life History Issues, Methods, and Readings

Governing Affect

Conformity and Conflict

Ethnography

Field Research in Political Science

Have you got 'nuff bling?' Are you 'well phat?' Do you have no idea what that means? Then you need The Little book of Chav Speak to unlock the latest

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hip lingo hitting the streets. A'IGHT Expression / Greeting. Used as a greeting term, usually coupled with a slack jaw and a flick of the fingers. QUIT Verb. What Chavs do after twenty minutes in any type of gainful employment. WIV Preposition. Mutation of the English term 'with'. When a Chavette is the girlfriend of a Chav (or pregnant by him), she can be said to be 'wiv' him. It similar in meaning to the English expression 'the partner of'.

Ethnography familiarizes readers with ethnographic research and writing traditions through detailed discussions of ethnography's history, exploratory

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design, representational conventions, and standards of evaluation. Responding to the proliferation of ethnography both within and outside of academia, in this book, Anthony Kwame Harrison grounds ethnographic practices within the anthropological principles of cultural awareness, thick description, and embodied understanding. At the same time, the book introduces new frameworks for grasping ethnography's simultaneous strategic and improvisational imperatives, as well as for appreciating its experimental conventions of social science and humanistic research reporting. Central

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to this process, Ethnography introduces the concept of ethnographic compartment-defined as an historically informed politics of position that impacts ethnographers' conduct and disposition-which serves as a standard for gauging and engaging ethnography throughout the text. Part research primer, writing guide, and assessment handbook, Ethnography provides readers with a comprehensive introduction to one of the richest and most expansive traditions of qualitative research.

The definitive step-by step resource for qualitative and ethnographic research Qualitative Research

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Methods: Collecting Evidence, Crafting Analysis, Communicating Impact is a comprehensive guide on both the theoretical foundations and practical application of qualitative methodology. Adopting a phronetic-iterative approach, this foundational book leads readers through the chronological progression of a qualitative research project, from designing a study and collecting and analyzing data to developing theories and effectively communicating the results—allowing readers to employ qualitative methods in their projects as they follow each chapter. Coverage of topics such as qualitative

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theories, ethics, sampling, interview techniques, qualitative quality, and advice on practical fieldwork provides clear and concise guidance on how to design and conduct sound research projects. Easy-to-follow instructions on iterative qualitative data analysis explain how to organize, code, interpret, make claims, and build theory. Throughout, the author offers her own backstage stories about fieldwork, analysis, drafting, writing, and publishing, revealing the emotional and humorous aspects of practicing qualitative methods. Now in its second edition, this thorough and informative text includes

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new and expanded sections on topics including post-qualitative research, phenomenology, textual analysis and cultural studies, gaining access to elite and difficult to access populations, on persuasive writing, novel interviewing approaches, and more. Numerous examples, case studies, activities, and discussion questions have been updated to reflect current research and ensure contemporary relevance. Written in an engaging and accessible narrative style by an acclaimed scholar and researcher in the field Offers new and updated examples of coding and qualitative analysis, full-

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color photos and illustrations, and a companion instructor website Synthesizes the most up-to-date multidisciplinary literature on qualitative research methods including seven main approaches to qualitative inquiry: grounded theory, case study, ethnography, phenomenology, narrative and autoethnography, participatory action research, and arts-based research Presents innovative qualitative data collection methods and modern representation strategies, such as virtual ethnography, photo-voice, and mobile interviewing Qualitative Research Methods: Collecting Evidence, Crafting Analysis,

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Communicating Impact is an ideal resource for undergraduate and graduate students, instructors, and faculty across multiple disciplines including the social sciences, healthcare, education, management, and the humanities, and for practitioners seeking expert guidance on practical qualitative methods.

Spradley should be read by anyone who wants to gain a true understanding of the process of participant observation. This text is a follow-up to his ethnographic research handbook, *The Ethnographic Interview*, and guides readers through the technique

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of participant observation to research ethnography and culture. Spradley shows how to analyze collected data and to write an ethnography. The appendices include research questions and writing tasks.

On Writing Ethnography, Second Edition

The Coding Manual for Qualitative Researchers

The Ethnographic Interview

Food and Language

Woman's Work in a Man's World

Readings in Cultural Anthropology

Little Book of Chav Speak

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Scholars of politics have sought in recent years to make the discipline more hospitable to qualitative methods of research. Lauding the results of this effort and highlighting its potential for the future, Political Ethnography makes a compelling case for one such method in particular. Ethnography, the contributors amply demonstrate in a wide range of original essays, is uniquely suited for illuminating the study of politics. Situating these pieces within the context of developments in political science, Edward Schatz provides an overarching introduction and substantive prefaces to each of

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the volume's four sections. The first of these parts addresses the central ontological and epistemological issues raised by ethnographic work, while the second grapples with the reality that all research is conducted from a first-person perspective. The third section goes on to explore how ethnographic research can provide fresh perspectives on such perennial topics as opinion, causality, and power. Concluding that political ethnography can and should play a central role in the field as a whole, the final chapters illuminate the many ways in which ethnographic approaches

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can enhance, improve, and, in some areas, transform the study of politics.

Ethnographic Eyes extends ethnography beyond the work of university researchers and proves what an accessible and instructive observation tool it can be for inservice and preservice teachers.

Online Interviewing is a short, accessible and highly practical introduction to designing and conducting online interviews in qualitative research. James and Busher focus on helping the reader to understand the methodological and epistemological challenges of carrying out online interviews in the virtual

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environment. They highlight the many new ethical issues that face researchers in this medium. The authors also encourage an engagement with the critical theoretical issues that must be considered in the conduct of online interviews. The resulting book is a well-reasoned introduction to the challenges and opportunities offered by online interviewing, drawing on a wide range of international sources to support these discussions. This is an ideal first introduction for anyone who is interested in using online methods, and who has an interest in the theory of the method. It will be an

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invaluable resource for undergraduate and postgraduate level students in the social sciences, and for professional researchers.

Interest in anthropology and ethnography has been an ongoing feature of organizational research and pedagogy; this book provides a key reference text that pulls together the different ways in which anthropology infuses the study of organizations, both epistemologically and methodologically. The volume hosts key scholars and experts within the fields of Organizational Anthropology, Organizational Ethnography, Organizational Studies

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and Qualitative Research. The book provides a combination of methodological guidelines, exemplars and epistemological reflection. It includes methodological viewpoints, ethnographic journeys within organizations as well as beyond organizations, and individual reflections on challenges faced by organizational ethnographers. This book is aimed at PhD, master and advanced undergraduate students and researchers across disciplines, especially those who are engaged with general management, organizational behaviour, strategy and anthropological/ethnographic issues.

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Online Interviewing

The Ethnographic Interview : a DRS Method

Student Guide

Doing Ethnographies

An Introduction to Coding and Analysis

EBOOK: The Good Research Guide: For Small-Scale

Social Research Projects

Doing Ethnography

Qualitative Research Methods

This text provides a comprehensive resource for those concerned with the practice of semi-structured interviewing, the most commonly used interview

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approach in social research, and in particular for depth, biographic narrative interviewing, the interview methods of choice in qualitative research. The Second Edition of Johnny Saldaña's international bestseller provides an in-depth guide to the multiple approaches available for coding qualitative data. Fully up to date, it includes new chapters, more coding techniques and an additional glossary. Clear, practical and authoritative, the book: -describes how coding initiates qualitative data analysis -demonstrates the writing of analytic memos -discusses available analytic software -suggests how best to use The Coding Manual for Qualitative Researchers for particular studies. In total, 32 coding

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methods are profiled that can be applied to a range of research genres from grounded theory to phenomenology to narrative inquiry. For each approach, Saldaña discusses the method's origins, a description of the method, practical applications, and a clearly illustrated example with analytic follow-up. A unique and invaluable reference for students, teachers, and practitioners of qualitative inquiry, this book is essential reading across the social sciences. The Cultural Experience has helped generations of undergraduates discover the excitement of ethnographic research through participation in relatively familiar cultures in North American society. Grounded in the interviewing-based ethnographic

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technique known as ethnosemantics, the latest edition continues to treat ethnography as a discovery process. Students are taught how to set up an ethnographic field study, choose a microculture, and find and approach an informant, as well as how to ask ethnographic questions, record data, and organize and analyze what they have learned. Detailed instruction on how to write an ethnography is also provided. The guidelines are followed by ten short but substantive, well-written student ethnographies on such microcultures as exotic dancing, firefighting, pest extermination, and the work of midwives and police detectives. The Second Edition of this popular classroom volume includes

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boxed inserts that offer suggestions to aid in the research process, material on how to use observation and narratives with the ethnosemantic approach, an emphasis on how to find cultural themes and adaptive challenges by analyzing ethnographic field data, and extensive strategies for writing the final ethnographic paper. It also presents a comprehensive treatment of ethical responsibilities as well as a discussion of the significance of ethnographic research and its applications in the workplace.

This volume provides a comprehensive and in-depth handbook of qualitative research in the field of communication disorders. It introduces and

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illustrates the wide range of qualitative paradigms that have been used in recent years to investigate various aspects of communication disorders. The first part of the Handbook introduces in some detail the concept of qualitative research and its application to communication disorders, and describes the main qualitative research approaches. The contributions are forward-looking rather than merely giving an overview of their topic. The second part illustrates these approaches through a series of case studies of different communication disorders using qualitative methods of research. This Handbook is an essential resource for senior undergraduate and graduate students, researchers and practitioners, in

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communication disorders and related fields.

Cross-cultural Research

Collecting Evidence, Crafting Analysis,

Communicating Impact

Negotiating Cultures and Identities

Tales of the Field

Cartographies of Knowledge

What Immersion Contributes to the Study of Power

Culture on Tour

A must-read classic for anyone—academic ethnographers to market researchers—involved with data collection from individual human

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beings. The Ethnographic Interview is a practical, self-teaching handbook that guides readers step-by-step through interview techniques commonly used to research ethnography and culture. The text also shows how to analyze collected data and how to write an ethnography. Appendices include research questions and writing tasks. The BSC Critical Criminology Network's Book of the Year 2016 Why do some men use physical violence against others?

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How do some men come to value physical violence as a resource? Drawing on in-depth ethnographic research conducted with men involved in serious violence and crime over a period of two years in the North of England, Anthony Ellis addresses these questions and the complex relationship between these men and their use of physical violence against others. Using detailed life-history interviews and extended periods of observation with these men, Men,

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Masculinities and Violence describes their 'inner' subjective lives and experiences, exploring how they came to value violence, why they are willing to use it against others and risk serious harm to themselves in the process. Over the course of the book a picture emerges of a group of men that have experienced and perpetrated serious violence throughout their lives. This book advances a critical psychosocial understanding of such violence by

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situating these masculine biographies within their immediate contexts of de-industrialisation, fracturing working class community and culture, and broader shifts within the political economy of liberal capitalism. With its synthesis of rich ethnographic material and new developments in criminological theory, this book is essential reading for students and academics interested in issues of gender and violence. *Democratic Insecurities* focuses on the

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ethics of military and humanitarian intervention in Haiti during and after Haiti's 1991 coup. In this remarkable ethnography of violence, Erica Caple James explores the traumas of Haitian victims whose experiences were denied by U.S. officials and recognized only selectively by other humanitarian providers. Using vivid first-person accounts from women survivors, James raises important new questions about humanitarian aid, structural violence,

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and political insecurity. She discusses the politics of postconflict assistance to Haiti and the challenges of promoting democracy, human rights, and justice in societies that experience chronic insecurity. Similarly, she finds that efforts to promote political development and psychosocial rehabilitation may fail because of competition, strife, and corruption among the individuals and institutions that implement such initiatives.

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In this volume Alex Stewart shows novice and experienced ethnographers how to explain and present the methods they use in terms understood by those not in the field.

Reflective Interviewing

The Cultural Experience

Neoliberalism and Disaster

Reconstruction

Qualitative Data

Doing Sensory Ethnography

A Teacher's Guide to Classroom

Observation

A 1975 classic, this highly readable, in-depth study examines a familiar female role in contemporary American society. The authors apply fieldwork methods to the study of social behavior in a college bars viewed from the perspective of cocktail waitresses. They describe in detail the day-to-day lives of women and the meaning of work for women in a mans world. Not a feminist tract, their book provides a wealth of empirical data on the nature of being female in our culture. The Cocktail

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Waitress examines female/male relationships as well as patterns of male dominance in social interaction, and shows how these are linked to more general issues in anthropology. The work teaches important social science concepts while always dealing with the college students own world. Its objective presentation of the waitress casts light on significant social issues and the role of women in todays society, together with the manner in which female-male roles are interlocked.

Explains how field research contributes value to political science by exploring scholars' experiences, detailing exemplary practices, and

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asserting key principles.

Communication research is evolving and changing in a world of online journals, open-access, and new ways of obtaining data and conducting experiments via the Internet. Although there are generic encyclopedias describing basic social science research methodologies in general, until now there has been no comprehensive A-to-Z reference work exploring methods specific to communication and media studies. Our entries, authored by key figures in the field, focus on special considerations when applied specifically to communication research, accompanied by

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engaging examples from the literature of communication, journalism, and media studies. Entries cover every step of the research process, from the creative development of research topics and questions to literature reviews, selection of best methods (whether quantitative, qualitative, or mixed) for analyzing research results and publishing research findings, whether in traditional media or via new media outlets. In addition to expected entries covering the basics of theories and methods traditionally used in communication research, other entries discuss important trends influencing the future of that

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research, including contemporary practical issues students will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of research but also as means of collecting and analyzing data. Still other entries delve into considerations of accountability, copyright, confidentiality, data ownership and security, privacy, and other aspects of conducting an ethical research program. Features: 652 signed

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entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats. Although organized A-to-Z, front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries. Back matter includes a Chronology of the development of the field of communication research; a Resource Guide to classic books, journals, and associations; a Glossary introducing the terminology of the field; and a detailed Index. Entries conclude with References/Further Readings and Cross-

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References to related entries to guide students further in their research journeys. The Index, Reader's Guide themes, and Cross-References combine to provide robust search-and-browse in the e-version.

Demonstrate the nature of culture and its influence on people's lives. For over 40 years, the best-selling Conformity and Conflict has brought together original readings and cutting edge research alongside classic works as a powerful way to study human behavior and events. Its readings cover a broad range of theoretical perspectives and demonstrate basic anthropological concepts. The Fourteenth

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Edition incorporates successful articles from past editions and fresh ideas from the field to show fascinating perspectives on the human experience. Teaching and Learning Experience Personalize Learning - MyAnthroLab delivers proven results in helping students succeed, provides engaging experiences that personalize learning, and comes from a trusted partner with educational expertise and a deep commitment to helping students and instructors achieve their goals. Improve Critical Thinking - Articles, article introductions and review questions encourage students to examine their assumptions, discern hidden values, evaluate

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evidence, assess their conclusions, and more! Engage Students - Section parts, key terms, maps, a glossary and subject index all spark student interest and illustrate the reader's main points with examples and visuals from daily life. Support Instructors - Teaching your course just got easier! You can create a Customized Text or use our Instructor's Manual, Electronic "MyTest" Test Bank or PowerPoint Presentation Slides. Additionally, Conformity and Conflict's part introductions parallel the basic concepts taught in introductory courses - which allow the book to be used alone as a reader or in conjunction with a main text. Note:

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Writing Memory and Experience into Ethnography

The Routledge Companion to Anthropology and Business

A Guide to Theory and Practice

Democratic Insecurities

How to be a Complete Bitch

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Inside Interviewing Why Ethnography Matters

With regular exercises, lists of key terms and points and self-evaluation checklists, Doing Ethnography systematically describes the various phases of an ethnographic inquiry and provides numerous examples, suggestions and advice for the novice ethnographer. Ethnography seeks to understand, describe and explain the symbolic world lying beneath the social action of

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groups, organizations and communities. This book clearly sets out the coordinates and foundations of this increasingly popular methodology. Giampietro Gobo discusses all the major issues, including the research design, access to the field, data collection, organisation and analysis, and communication of the results. In many arenas the debate is raging over the nature of sexual orientation. Queer Words, Queer Images addresses

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this debate, but with a difference, arguing that homosexuality has become an issue precisely because of the way in which we discuss, debate, and communicate about the concept and experience of homosexuality. The debate over homosexuality is fundamentally an issue of communication--as we can see by the recent controversy over gays in the military. This controversy, termed by one gay man as the annoying habit of heterosexual men to overestimate their

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own attractiveness, has been debated in communication-sensitive terms, such as morale and discipline. The twenty chapters address such subjects as gay political language, homosexuality and AIDS on prime-time television, the politics of male homosexuality in young adult fiction, the identification of female athleticism with lesbianism, the politics of identity in the works of Edmund White, and coming out strategies. This is must reading for

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students of communication practices and theory, and for everyone interested in human sexuality. Contributing to the book are: James Chesebro (Indiana State), James Darsey (Ohio State), Joseph A. Devito (Hunter College, CUNY), Timothy Edgar (Purdue), Mary Anne Fitzpatrick (Wisconsin, Madison), Karen A. Foss (Humboldt State), Kirk Fuoss (St. Lawrence), Larry Gross (Pennsylvania), Darlene Hantzis (Indiana State), Fred E. Jandt

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*(California State, San Bernardino),
Mercilee Jenkins (San Francisco State),
Valerie Lehr (St. Lawrence), Lynn C.
Miller (Texas, Austin), Marguerite
Moritz (Colorado, Boulder), Fred L.
Myrick (Spring Hill), Emile Netzhammer
(Buffalo State), Elenie Opffer, Dorothy
S. Painter (Ohio State), Karen Peper
(Michigan), Nicholas F. Radel (Furman),
R. Jeffrey Ringer (St. Cloud State),
Scott Shamp (Georgia), Paul Siegel
(Gallaudet), Jacqueline Taylor*

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(Depaul), Julia T. Wood (North Carolina, Chapel Hill).

Once upon a time ethnographers returning from the field simply sat down, shuffled their note cards, and wrote up their descriptions of the exotic and quaint customs they had observed. Today scholars in all disciplines are realizing how their research is presented is at least as important as what is presented. Questions of voice, style, and

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audience--the classic issues of rhetoric--have come to the forefront in academic circles. John Van Maanen, an experienced ethnographer of modern organizational structures, is one who believes that the real work begins when he returns to his office with cartons of notes and tapes. In Tales of the Field he offers readers a survey of the narrative conventions associated with writing about culture and an analysis of the strengths and weaknesses of

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various styles. He introduces first the matter-of-fact, realistic report of classical ethnography, then the self-absorbed confessional tale of the participant-observer, and finally the dramatic vignette of the new impressionistic style. He also considers, more briefly, literary tales, jointly told tales, and the theoretically focused formal and critical tales. Van Maanen illustrates his discussion of each style with

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excerpts from his own work on the police. Tales of the Field offers an informal, readable, and lighthearted treatment of the rhetorical devices used to present the results of fieldwork. Though Van Maanen argues ultimately for the validity of revealing the self while representing a culture, he is sensitive to the differing methods and aims of sociology and anthropology. His goal is not to establish one true way to write

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ethnography, but rather to make ethnographers of all varieties examine their assumptions about what constitutes a truthful cultural portrait and select consciously and carefully the voice most appropriate for their tales. Written with grace and humor, Tales of the Field will be an invaluable introduction to novices just learning the fieldwork trade and provocative stimulant to veteran ethnographers. "Engaging and well

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written."--H. Ottenheimer, Choice
This bestselling introductory book offers practical and straightforward guidance on the basics of social research, ideal for anyone who needs to conduct small-scale research projects as part of their undergraduate, postgraduate or professional studies. The book provides:

- *A clear, straightforward introduction to data collection methods and data analysis*
- *Jargon-free coverage of the key issues*

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- *Checklists to guide good practice* The sixth edition has been extensively updated and includes features such as:
 - A new chapter on the Life Course Perspective
 - A new chapter on Literature Reviews
 - New material on the Delphi Technique
 - An updated and expanded chapter on the analysis of Quantitative Data
 - New examples and illustrations throughout
- The Good Research Guide, 6th edition is a valuable resource for anyone conducting*

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social research including those in applied areas such as business studies, health studies, nursing, education, social work, policy studies, marketing, media studies and criminology.

"Denscombe's The Good Research Guide, now in its 6th edition, continues to be one of the leading books in the field. It covers the topics a student or practitioner doing a research project needs to know from project design, theoretical underpinnings of research,

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data collection and analysis to writing up your research. Its accessible and practical approach means that it is an excellent resource for those new to undertaking independent research." Liam Foster, Senior Lecturer in Social Policy and Social Work, Sheffield University, UK "Martyn Denscombe's text continues to remain core reading for those undertaking small pieces of research and those who need to gain a firm grounding in the principles of

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research theory and practice. From deciding on a research approach to the process of writing up, this finely balanced edition offers a comprehensive and detailed guide to the research cycle. Pragmatic, and with the needs of the researcher always in mind, it makes social science research accessible, undaunting, and, what's more, a completely possible, stimulating, and enjoyable endeavour." Yunis Alam, Faculty of Social Sciences, University

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of Bradford, UK "The Good Research Guide provides a comprehensive view of the complex strategies and approaches of conducting social research, explained in simple terms. Relevant examples and check lists provided in each section not only helps to gain better understanding but also reflect on one's own research. This book has tremendously helped me to gain knowledge and understanding of complex research strategies. It will provide

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clear guidance and direction for students and researchers in their research journey to achieve success."
Deborah Ebenezer, Research Student "I think the book has a very good précis of areas relevant to the title. It outlines very well in a logical order the elements pertinent to 'social research'. Each chapter is relatively comprehensive and deals with subject material that is important, in a language that is accessible throughout.

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It does what it says on the tin and provides practical information and guidance as a 'how to' text' for those needing help with this type of research project. In particular I think the checklists are an excellent chapter ending to help plan and bring into sharp focus what is needed for any particular approach. The within chapter examples are excellent and help to further inform the reader what the author is trying to convey. Chapter

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links help further embed concepts and show how the various research elements may be associated. Overall an excellent introductory text that embodies a no-nonsense approach to a subject that can be at times complex. By breaking down topic areas and giving simple examples the subject is eminently accessible to the reader. Well done!" Stephen Pearson, Senior Lecturer in Human and Applied Physiology, School of Health Sciences, University of Salford, UK

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"This new edition provides comprehensive guidance to those undertaking small-scale social research projects including dissertations in business and management and the social sciences and I would recommend its use for all those new to research and also to refresh the thinking of those with prior research experience. Part 1 addresses a range of strategies for social research including surveys, sampling, case studies, experiments,

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ethnography, the life course perspective, grounded theory, action research, phenomenology, systematic review and mixed methods. There are few texts which address research strategies in such a comprehensive manner. The text develops in Part 2 by providing clear guidance on the selection and use of appropriate methods of data collection such as questionnaires, interviews, observation and documentary analysis, taking into account the aims

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and objective of the research project. Part 4 considers both quantitative and qualitative data analysis with Part 4 providing essential information on research ethics, the reporting of research and on the conduct and presentation of the literature review essential to all research projects. I have no hesitation in commending this text for use by undergraduate and post-graduate students as well as those undertaking research projects

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independent of an academic programme."
Dr. Bobby Mackie, Senior Lecturer,
School of Business and Enterprise,
University of the West of Scotland, UK
The Ethnographer's Method
You Owe Yourself a Drunk
Projects in Ethnographic Research
An Ethnographic Study
Handbook of Qualitative Research in
Communication Disorders
Ethnographies of Travel
Navigators of the Contemporary

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Recruited to be a lecturer on a group tour of Indonesia, Edward M. Bruner decided to make the tourists aware of tourism itself. He photographed tourists photographing Indonesians, asking the group how they felt having their pictures taken without their permission. After a dance performance, Bruner explained to the group that the exhibition was not traditional, but instead had been set up specifically for tourists. His efforts to induce reflexivity led to conflict with the tour company, which wanted the displays to be viewed as replicas of culture and to remain unexamined. Although Bruner was eventually fired, the experience became part of a sustained exploration of tourist performances, narratives, and practices. Synthesizing more than twenty years of research in

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cultural tourism, *Culture on Tour* analyzes a remarkable variety of tourist productions, ranging from safari excursions in Kenya and dance dramas in Bali to an Abraham Lincoln heritage site in Illinois. Bruner examines each site in all its particularity, taking account of global and local factors, as well as the multiple perspectives of the various actors—the tourists, the producers, the locals, and even the anthropologist himself. The collection will be essential to those in the field as well as to readers interested in globalization and travel.

Bringing together the perspectives of archaeologists, ethno-historians and art historians, these tightly integrated case studies highlight the significance of material objects to the study and interpretation of Native North American culture,

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history and identity. The authors contend that archaeological remains and ethnographic specimens can, and indeed should, be analyzed in tandem with other sources of historical data (e.g. written texts, oral accounts) to expand our understanding of Native culture change and continuity from the pre-columbian era through to the present.

Inside Interviewing highlights the fluctuating and diverse moral worlds put into place during interview research when gender, race, culture and other subject positions are brought narratively to the foreground. It explores the 'facts', thoughts, feelings and perspectives of respondents and how this impacts on the research process.

Interpretative Qualitative Research: Agency, Subjectivity, and

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Experience frames the concerns and processes of standard analytic induction, ethnomethodology, and symbolic interaction in terms of cutting-edge issues for contemporary qualitative research. It is the first book to demonstrate how interpretive paradigms for qualitative data analysis produce research findings that are rooted to significantly different understandings of personal agency and social structures; subjectivity and identity; and, the nature of human experience. Specifically, the book explores the analytical process, interpretative power, and political effects of these three styles of interpretative research. The result is a rich, pedagogical resource that explores not only how data is interpreted but also the kinds of problems, solutions, and questions that can be

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investigated.

The Ethnographic Self as Resource

Interpretations of Native North American Life

Ethnographic Eyes

An Ethnography of Urban Nomads

Ethnography in Complex Society, Second Edition

Material Contributions to Ethnohistory

The SAGE Encyclopedia of Communication Research

Methods

"Roberto E. Barrios presents an ethnographic study of the aftermaths of four natural disasters: southern Honduras after Hurricane Mitch; New Orleans following Hurricane

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Katrina; Chiapas, Mexico, after the Grijalva River landslide; and southern Illinois following the Mississippi River flood. Focusing on the role of affect, Barrios examines the ways in which people who live through disasters use emotions as a means of assessing the relevance of governmentally sanctioned recovery plans, judging the effectiveness of such programs, and reflecting on the risk of living in areas that have been deemed prone to disaster. Emotions such as terror, disgust, or sentimental attachment to place all shape the meanings we assign to disasters as well as

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our political responses to them. The ethnographic cases in Governing Affect highlight how reconstruction programs, government agencies, and recovery experts often view postdisaster contexts as opportune moments to transform disaster-affected communities through principles and practices of modernist and neoliberal development. Governing Affect brings policy and politics into dialogue with human emotion to provide researchers and practitioners with an analytical toolkit for apprehending and addressing issues of difference, voice, and inequity in the aftermath of catastrophes."--

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While You Owe Yourself a Drunk was far from the first anthropological study of a non-native population in North America, its appearance marked an early stage in an increasingly evident shift toward bringing anthropology home. Now available from Waveland Press, Spradley's carefully researched portrayal of skid row men in Seattle in the late sixties documents their treatment by jails and the legal system in a time before homelessness became a recognized problem. As a result of Spradley's elegant and impassioned writing, the book became a sharp challenge to politicians, policymakers,

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judges, police, and others inclined to punish people for the crime of poverty. The insights he gained from studying the tramp culture of Seattle ultimately were seen as highly significant in the treatment of recidivist alcoholics as well as in creating a more appropriate and human response to public drunkenness. This now-classic landmark study in urban ethnography stands as a shining example of the direct application of distinctly anthropological concepts and methods to address real-world problems. But more important, it represents a poignant challenge to society about our capacity to

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endure and accept nonconformity and social diversity. The Waveland reissue includes a valuable retrospective introduction by Merrill Singer.

It is commonly acknowledged that anthropologists use personal experiences to inform their writing. However, it is often assumed that only fieldwork experiences are relevant and that the personal appears only in the form of self-reflexivity. This book takes a step beyond anthropology at home and auto-ethnography and shows how anthropologists can include their memories and experiences as ethnographic data in their

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writing. It discusses issues such as authenticity, translation and ethics in relation to the self, and offers a new perspective on doing ethnographic fieldwork. Designed to give students a hands-on taste of what it is like to do ethnographic research, this concise manual offers a related set of three enriching yet manageable research projects with clear, workable instructions and guidelines. Through them, Professor Angrosino demonstrates for students at all levels that ethnography is an exciting and challenging form of social research. Solid, encouraging, and readable, the guide provides

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a basic format so that students can learn the fundamental ethnographic data collection techniques of observation, interviewing, and analyzing archives while conducting their own mini-projects in local settings. Projects in Ethnographic Research also includes many well-chosen, concrete, and illuminating examples drawn from the research of the authors own students and from the published works of other ethnographers. Projects in Ethnographic Research is most useful to those who teach introductory cultural anthropology and who want to introduce their students to some important field techniques but cannot justify

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assigning a longer, more comprehensive methods book. Brief and reasonably priced, the Angrosino text is sure to become an important component in introductory classrooms because it enhances some of the key concepts in cultural anthropology. It will also ignite the interest of future ethnographers.

New Lenses, New Concerns

Political Ethnography

Exploring Qualitative Epistemologies

The Cocktail Waitress

Qualitative Research Interviewing

Participant Observation

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Men, Masculinities and Violence

As the image of anthropologists exploring exotic locales and filling in blanks on the map has faded, the idea that cultural anthropology has much to say about the contemporary world has likewise diminished. In an increasingly smaller world, how can anthropology help us to tackle the concerns of a global society? David A. Westbrook argues that the traditional tool of the cultural anthropologist—ethnography—can still function as an intellectually exciting way to understand our interconnected, yet mysterious worlds. Navigators of the Contemporary

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describes the changing nature of ethnography as anthropologists use it to analyze places closer to home. Westbrook maintains that a conversational style of ethnography can help us look beyond our assumptions and gain new insight into arenas of contemporary life such as corporations, financial institutions, science, the military, and religion.

Westbrook's witty, absorbing book is a friendly challenge to anthropologists to shed light on the present and join broader streams of intellectual life. And for those outside the discipline, his inspiring vision of ethnography opens up the prospect of

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understanding our own world in much greater depth.

Negotiating Cultures and Identities examines issues, methods, and models for doing life history research with individual Americans based on interviews and participant observation. John L. Caughey helps students and other researchers explore the ways in which contemporary Americans are influenced by multiple cultural traditions, including ethnic, religious, and occupational frames of reference. Using the example of Salma, a bicultural woman of Pakistani descent who lives in the United States, and the story of

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Gina, a multicultural American, Caughey examines how to capture the complexity of each situation, including step-by-step methods and exercises that lead the student interviewer through the process of locating and interviewing a research participant, making sense of the material obtained, and writing a cultural portrait. Arguing that comparison between the subject's life and one's own is an essential part of the process, the methodology also encourages the investigator to research his or her own social and cultural orientations along the way and to contrast these with those of the

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subject. The book offers a practical, manageable, and engaging form of qualitative research. It prepares the student to do grounded, experiential work outside the classroom and to explore important issues in contemporary American society, including ethnicity, race, identity, disability, gender, class, occupation, religion, and spirituality as they are culturally understood and experienced in the lives of individual Americans.

Discourses and Foodways across Cultures