



## CONCEPT OF ETHNOGRAPHY

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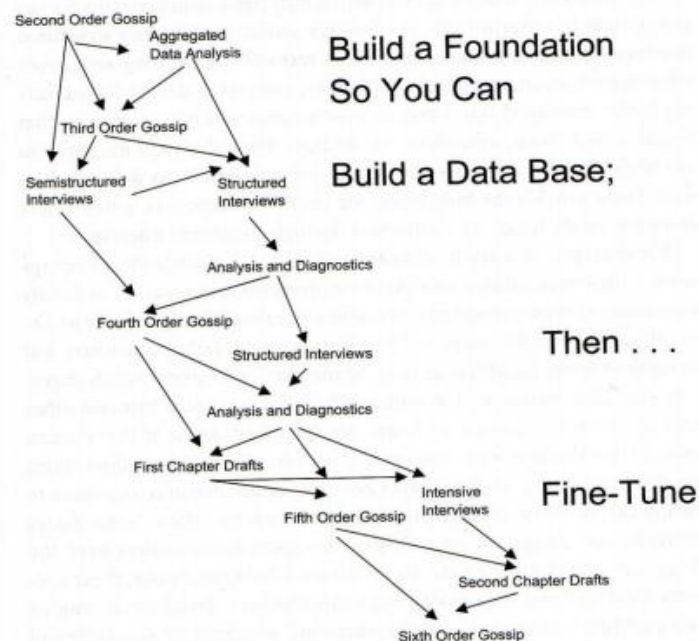
### ABSTRACT

*This conceptual paper throws light upon the uses and the concept of 'ethnography'. The terms involved is quite complex if it is not understood properly. This conceptual paper also brings out the factors involved and the important aspects of the ethnography. The method involved in the ethnographic research is typical and it is best implemented when followed when all rules applicable are followed.*



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### Introduction:-



The term ethnography has come to be equated with virtually any qualitative research project where the intent is to provide a detailed, in-depth description of everyday life and practice. This is sometimes referred to as "thick description" -- a term attributed to the anthropologist Clifford Geertz writing on the idea of an interpretive theory of culture in the early 1970s. The use of the term "qualitative" is meant to distinguish this kind of social science research

from more "quantitative" or statistically oriented research. The two approaches, i.e., quantitative and qualitative, while often complementary, ultimately have different aims.

While an ethnographic approach to social research is no longer purely that of the cultural anthropologist, a more precise definition must be rooted in ethnography's disciplinary home of anthropology. Thus, ethnography may be defined as both a qualitative research process or method (one *conducts* an ethnography) and product (the *outcome* of this process is an ethnography) whose aim is cultural interpretation. The ethnographer goes beyond reporting events and details of experience. Specifically, he or she attempts to explain how these represent what we might call "webs of meaning" (Geertz again), the cultural constructions, in which we live.

Ethnographers generate understandings of culture through representation of what we call an *emic* perspective, or what might be described as the "insider's point of view." The emphasis in this representation is thus on allowing critical categories and meanings to *emerge* from the ethnographic encounter rather than imposing these from existing models. An *etic* perspective, by contrast, refers to a more distant, analytical orientation to experience.

#### **Definitions:-**

- Ethnography (from Greek ἔθνος ethnos "folk, people, nation" and γράφω grapho "I write") is the systematic study of people and cultures. It is designed to explore cultural phenomena where the researcher observes society from the point of view of the subject of the study.

The term ethnography has come to be equated with virtually any qualitative research project where the intent is to provide a detailed, in-depth description of everyday life and practice. This is sometimes referred to as "thick description" — a term attributed to the anthropologist Clifford Geertz writing on the idea of an interpretive theory of culture in the early 1970s. The use of the term "qualitative" is meant to distinguish this kind of social science research from more "quantitative" or statistically oriented research. The two approaches, i.e., quantitative and qualitative, while often complementary, ultimately have different aims. ([brianhoey.com/research/ethnography/](http://brianhoey.com/research/ethnography/))

- A branch of anthropology dealing with the scientific description of individual cultures. It is the study and systematic recording of human cultures; *also* : a descriptive work produced from such research. (<http://www.merriam-webster.com/dictionary/ethnography>)

- A holistic, in-person, and qualitative approach to the study of human behavior and interaction in natural settings. (Article No :532 | June 1, 2010 | by Victoria Bellotti, PARC)
- Originating in anthropology, this term traditionally refers to a practice in which researchers spend long periods living within a culture in order to study it. The term has been adopted within qualitative market research to describe occasions where researchers spend time - hours, days or weeks - observing and/or interacting with participants in areas of their everyday lives. This contrasts with interview-based research in which interaction with respondents is limited to a conventional interview or group discussion format, is more limited in time, and often takes place outside the participant's own environment.

**Objectives:-**

- To find out the terms and the uses of ethnographical research.
- To analyze the different areas in which ethnographical research can be implemented.
- To study the nature of application of ethnographical research.

**Assumptions:-**

- All research needs an approach to implement it.
- All researchers need to follow the rules involved in the research.
- Ethnography research is a wide concept.

**Research Question:-**

Is the application of Ethnography implemented in the right manner?

**Operational definitions:-**

a general notion or idea; conception.

an idea of something formed by mentally combining all its characteristics or particulars; a construct.

a directly conceived or intuited object of thought.

adjective

functioning as a prototype or model of new product or innovation: *a concept car*,

verb (used with object)

*Informal.* to develop a concept of; conceive:

**Research Methodology:-**

Descriptive method (Survey)

**Population:-**

In this research work the population consisted of 100 students and 50 teachers.

**Sample:-**

Research Students	Teachers
50	10

**Research Tool:-**

- A questionnaire developed by the researcher.
- Interviews
- Observation (Non-participant)

**Numerical technique:-**

- Mean/Average
- Percentage

**Analysis:-**

*The research students were all guided by their guides about the concepts of ethnography.*

*The guides are all well aware of the concept of Ethnography.*

*The Ethnography research is not very widely used due to the concept being a bit complex.*

*The research students are often confused about the ethnography process.*

**Contribution to education:**

Ethnographical research opens up a greater variety of data gathering opportunities.

Reduces observer effect.

Allows use of locally meaningful questions.

Provides a powerful triangulation on self- report.

Allows better grasp of meaning of data.

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