

ETHNOGRAPHY
RESEARCH

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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..”

--David M.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. Its mainly combined with social background.

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

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.

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.

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

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

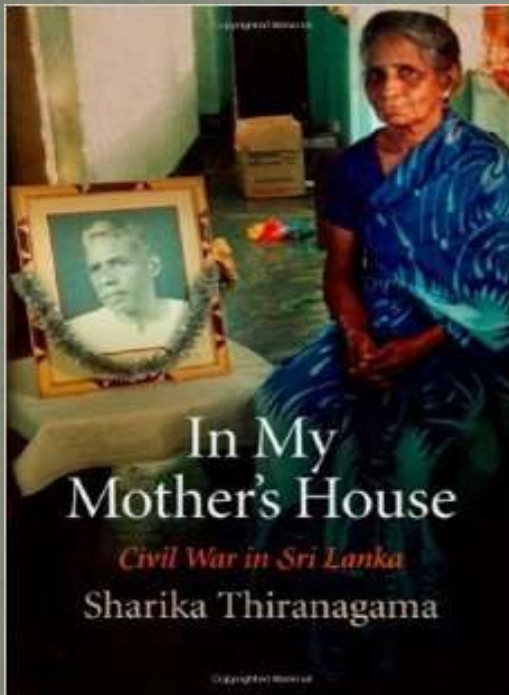
Disadvantages of Ethnography research

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

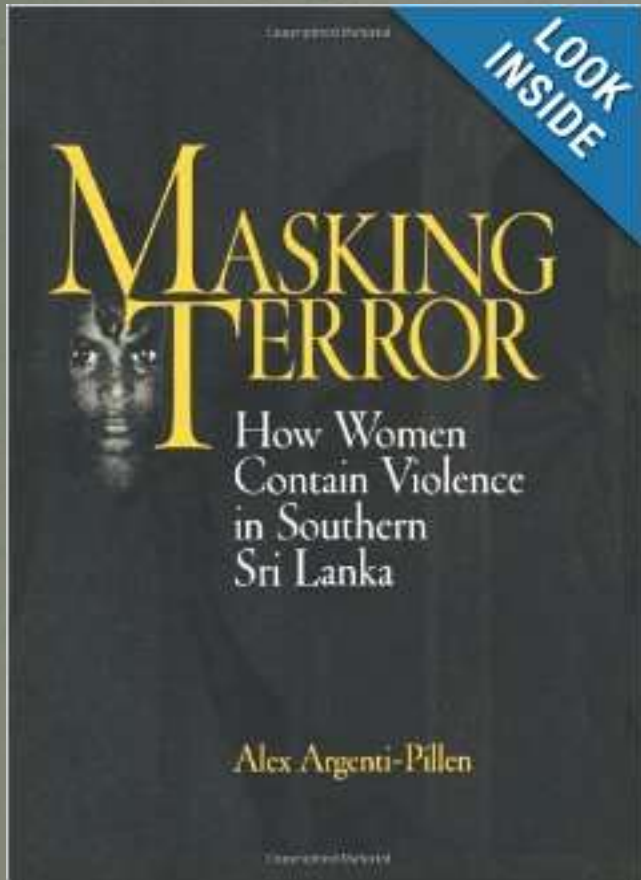
Ethical concerns in Ethnography research

- 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!!



A yellow sticky note is attached to a grey, textured background with a white paperclip at the top. The note contains the words "Thank you" 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'.

Thank
you