

Erasmus School of
History, Culture and
Communication

Ethnographic research

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Ethnographic research

To “...try to understand the social world by looking at how people make sense of it” (Meyer/Schareika, 2009, p.10)

The world in terms of ‘the other’, and an open research attitude: “What the hell is going on here?” (attributed to Geertz, 1973)

The intensive study of a (set of) concrete social situation(s) – ‘micro-ethnography’

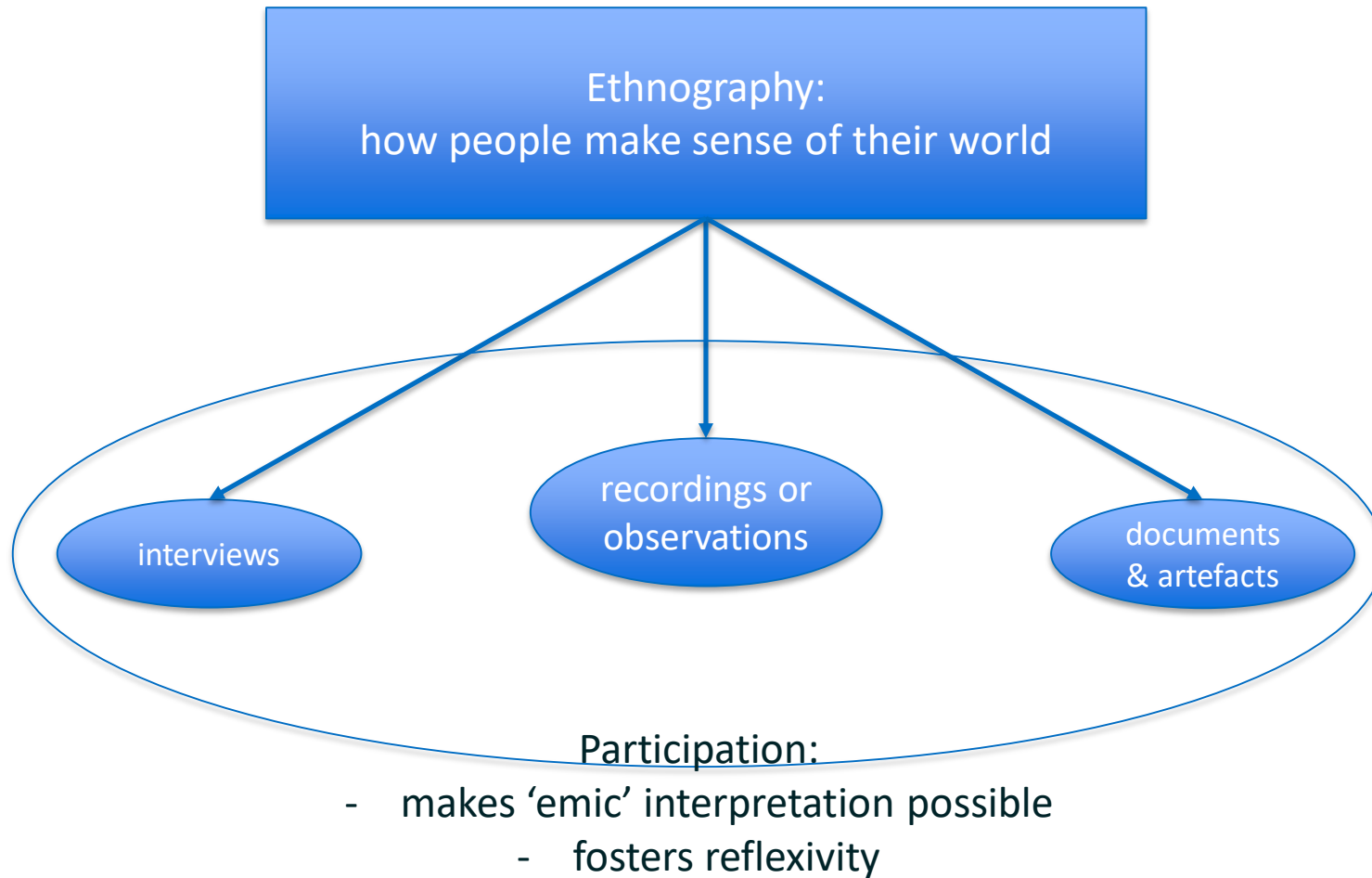
Three data sources (triangulation):

- Observations (‘fieldwork’; recordings) in the social situation(s)
- Interviews (open) about the social situation(s)
- Documents & Things as used in the social situation(s)

Reflexivity of the researcher: telling a ‘plausible story’ – and showing who exactly is telling that story, and from which perspective



A (slightly adjusted) model of ethnography



Towards experimental ethnography

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