

What is Ethnography?

- **Scientific Research Approach that Embeds Researchers in Communities Under Study**
- **Standard methods include:**
 - Observation
 - Participant observation
 - Semi-structured interviews
- **Used To:**
 - Identify patterns
 - Describe relationships and social networks
 - Reveal understandings and meanings people ascribe to places and events
- **Places Phenomena in Historical, Social, Economic, and Political Context**