Ethnography Essentials: Designing, Conducting, and Presenting Your Research

Julian Murchison

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A comprehensive and practical guide to ethnographic research, this book guides you through the process, starting with the fundamentals of choosing and proposing a topic and selecting a research design. It describes methods of data collection (taking notes, participant observation, interviewing, identifying themes and issues, creating ethnographic maps and tables and charts, and referring to secondary sources) and analyzing and writing ethnography (sorting and coding data, answering questions, choosing a presentation style, and assembling the ethnography). Although content is focused on producing written ethnography, many of the principles and methods discussed here also apply to other forms of ethnographic presentation, including ethnographic film.

Designed to give basic hands-on experience in the overall ethnography research process, *Ethnography Essentials* covers a wealth of topics, enabling anyone new to ethnography research to successfully explore the excitement and challenges of field research.

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