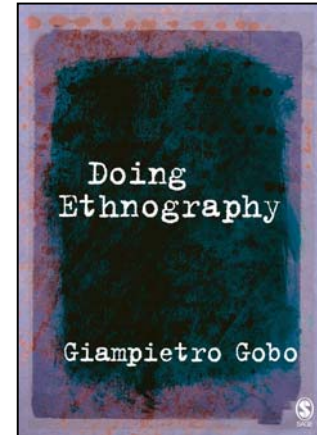


Doing Ethnography

Giampietro Gobo
University of Milan



With regular exercises, lists of key terms and points and self-evaluation checklists, **Doing Ethnography** systematically describes the various phases of an ethnographic inquiry and provides numerous examples, suggestions and advice for the novice ethnographer.

Ethnography seeks to understand, describe and explain the symbolic world lying beneath the social action of groups, organizations and communities. This book clearly sets out the coordinates and foundations of this increasingly popular methodology. **Giampietro Gobo** discusses all the major issues, including the research design, access to the field, data collection, organisation and analysis, and communication of the results.

Contents

PART ONE: THE METHOD/OLOGY / What Is Ethnography? / Method or Methodology? / Locating Ethnography in the Methodological Landscape / Ethnographic Methodology: Approaches, Scholars, Modes / New Ethnographic Styles / Designing Research / Managing the Project / PART TWO: COLLECTING MATERIALS / Entering the Field / Research Ethical Dilemmas / Observing / What To Observe: Social Structures, Talks and Contexts / The Ethnographic Interview / Crafting Ethnographic Records / PART THREE: ANALYZING MATERIALS / Analyzing Ethnographic Records / Politics of Accountability / PART FOUR: AUDIENCES / Communicating Findings, Writing Ethnographies / Leaving the Field / The 'Observation Society' and the Applied Ethnography

Introducing Qualitative Methods series

April 2008 · 360 pages
Paperback (978-1-4129-1921-0) Price £24.99
Hardback (978-1-4129-1920-3) Price £70.00

Find out more and order online at
www.sagepub.co.uk

 **SAGE**