

Study Materials of 4rth SEM students (Paper -ANTACOR10T)

Survey and Ethnography:

Ethnography:

Ethnography is defined as an illuminative account of social life and culture in a particular social system based on multiple detailed observations of what people actually do in the social setting being observed. Ethnographers use both **qualitative** and **quantitative research** methods when studying specific groups, communities or institutions that form a part of a larger complex society. Examples of societal subgroups that ethnologists study are **gangs**, organizations, communities,

Ethnography is defined as both a social science research method and its final written product. As a method, ethnographic observation involves embedding oneself deeply and over the long-term in a field site of study in order to systemically document the everyday lives, behaviors, and interactions of a community of people. As a written product, an ethnography is a richly descriptive account of the social life and culture of the group studied.

Key Points of Ethnography

- Ethnography refers to the practice of conducting a long-term, detailed study of a community.
- A written report based on this type of detailed observation of a community is also referred to as an ethnography.
- Conducting an ethnography allows researchers to obtain a great detail of information about the group they are studying; however, this research method is also time- and labor-intensive.
- It provides the researcher with an understanding of how those users see the world and how they interact with everything around them.
- These include direct observation, diary studies, video recordings, photography and artifact analysis such as devices that a person uses throughout the day.

Ethnography is a qualitative research method that comes from the discipline of anthropology but is applicable to other disciplines. Ethnography is the in-depth study of a culture or a facet of a culture. Because of this, ethnographic research often looks very different compared with other research designs.

There are a couple of aspects of ethnography that differentiate it from research approaches like phenomenology and case studies. The first is that ethnography takes long periods of time. Traditionally, ethnographers spent a minimum of one year living amongst members of the culture they are studying. This extended period of data collection allowed local people a chance to know and get used to the ethnographer, and this also allowed the ethnographer to build rapport with local people. Today, ethnographers still spend as much time as possible collecting data, though not necessarily an entire year or more like in the past.

- A second difference is that ethnography relies on participant observation as its key data collection method. This is when the ethnographer becomes completely immersed in another culture and way of life. An ethnographer not only observes the phenomenon under study, but also becomes a participant in daily life. The goal is to understand a practice or set of practices within a culture; that is, why a practice might make sense in the context of the day-to-day life of a group. For example, an ethnographer studying the religious practices of a culture would not only attend religious services but also participate in them, because this would allow them to truly understand these practices from an insider's point of view.

Finally, a third difference is that this extended period of participant observation in the field (the time spent living in another culture) is often used in conjunction with other data collection methods, like interviews, focus groups, or surveys. However, much ethnographic data comes from the ethnographer's field notes. Field notes are written daily logs, almost like journals, that describe daily life and events that the ethnographer witnessed and took part in. Field notes are detailed and descriptive enough so that another person could read them and feel like they were there with the ethnographer.

Overview

Ethnography was developed by anthropologists, most famously, by Bronislaw Malinowski in the early 20th century. But simultaneously, early sociologists in the U.S. (many affiliated with the Chicago School) adopted the method as well, as they pioneered the field of urban sociology. Since then, ethnography has been a staple of sociological research methods, and many sociologists have contributed to developing the method and formalizing it in books that offer methodological instruction.

The goal of an ethnographer is to develop a rich understanding of how and why people think, behave, and interact as they do in a given community or organization (the field of study), and most importantly, to understand these things from the standpoint of those studied (known as an "emic perspective" or "insider standpoint"). Thus, the goal of ethnography is not just to develop an understanding of practices and interactions, but also what those things *mean* to the population studied. Importantly, the ethnographer also works to situate what they find in historical and local context, and to identify the connections between their findings and the larger social forces and structures of society.

Any field site can serve as a setting for ethnographic research. For example, sociologists have conducted this kind of research in schools, churches, rural and urban communities, around particular street corners, within corporations, and even at bars, drag clubs, and strip club. To conduct ethnographic research and produce an ethnography, researchers typically embed themselves in their chosen field. It provides the researcher with an understanding of how those users see the world and how they interact with everything around them.

Ethnographic research has several disadvantages to consider as well. Ethnography is time consuming and requires a well-trained researcher. It takes time to build trust with informants in order to facilitate full and honest discourse. The purpose of Ethnographic Research is to attempt to understand what is happening naturally in the setting and to interpret the data gathered to see what implications could be formed from the data. Ethnographic Research is also known as Qualitative Research.

Survey Research Design : Survey research designs are procedures in quantitative research in which investigators administer a survey to a sample or to the entire population of people to describe the attitudes, opinions, behaviors, or characteristics of the population.

Surveys:

Surveys are useful in describing the characteristics of a large population. No other research method can provide this broad capability, which ensures a more accurate sample to gather targeted results in which to draw conclusions and make important decisions.

Surveys are usually used as a quantitative method. Surveys should be crafted to get opinions and beliefs without leading the person being surveyed in a specific direction or to a certain conclusion. They should be non-inflammatory and they must not be too long. It is difficult to get all the information out of a medium-length survey, but the longer it is, the less likely people will complete it.

The survey is developed to get demographic information on the person being surveyed as it should be done anonymously. The survey questions may include true/false, ranking questions, or multiple choice answers so that the answers can be assigned to a number to be quantified. Using demographic information, this is always seen that there is a difference in responses depending on race, gender, age, economic status, religion, political affiliation, or any other classification that might be present. Many different types of statistics programs exist to best calculate the results. Open-ended questions can be used, but a system has to be developed to quantify the answers, or the answers can be used more qualitatively.

Surveys should be distributed at random if the researcher are looking to estimate some population parameters. Then, a scientifically drawn unbiased survey is the only option. A random draw is by using a means of chance, like choosing every 8th person in the phone book until the researcher have enough recipients, in order to attempt to get a representative population. (Again, if that is the researcher's goal.)

It is acceptable to distribute surveys to a more targeted audience, for instance to understand a local healing ritual, looking for cultural data. Cultural data requires experts. Then the researcher ask people who can “offer expert explanations and who represent the intra-cultural variation that we find in all societies” (Bernard 2002). This is called nonprobability sampling.

Survey can be distributed a number of ways, however in the developing world literacy rates need to be taken into account. If the population your are studying is mostly illiterate, perhaps going door to door with your survey will be a more effective means for a higher return rate. You should always take into account that odds are you will only receive a fraction of your surveys back (30% would be a good return rate), and this should affect the number of surveys you should distribute.

Before starting the process, the recommended sample size is very important. If the researcher try a more focus group approach, results cannot be generalized. Because focus group participants do not represent a big enough sample size, the information gathered cannot be used to make statements about any larger population. Thus the researcher is restricted about the significance of the findings.

Sample size depends on the following:

- The heterogeneity of the population
- Number of subgroups in the analysis
- The size of the subgroup
- How precise you want your sample statistics to be

For single proportions, like how many people in a population approve or disapprove of something, the researcher need about 100 respondents to be 95% confident. But if they have more specific questions for more specific groups, they will need more respondents.