



Doing Ethnographies

Mike A Crang, Ian Cook

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Doing Ethnographies is an introductory and applied guide to ethnographic methods. It focuses on those methods - participant observation, interviewing, focus groups, and video/photographic work - that allow us to understand the lived, everyday world 'out there.' In five chapters it presents a systematic overview of: first principles, preparing for fieldwork, constructing ethnographic information, analyzing field materials, and writing.



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