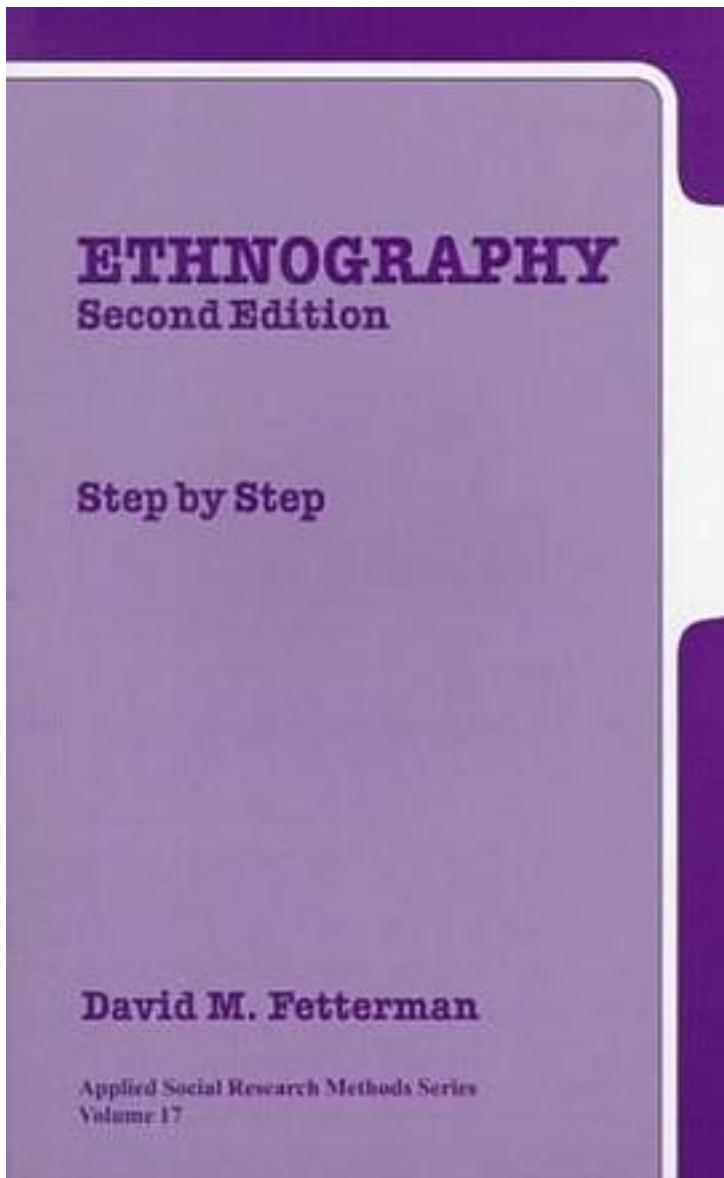


Ethnography



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Sifting through notepads filled with illegible scrawl, listening to hours of tape recordings, labeling and organizing piles of photographs and slides, and cross-referencing disks of data are all too-familiar pictures to the ethnographic researcher. How does one manage a mountain of data and make meaningful statements? By using the new, updated Ethnography that has proved so reliable to thousand of researchers. This edition takes a step into a new frontier—the Internet; one of the most powerful resources available to ethnographers. The book now provides insights into the uses of the Internet, including conducting searches about topics or sites, collection census data, conducting interviews by "chatting" and video-conferencing, sharing notes and pictures about research sites, debating issues with colleagues on listservers and in online journals, and downloading useful data collection and analysis software. Maintained from the first edition is coverage of the nature of fieldwork, the equipment needed to conduct research, the analysis of data, the differences and similarities between qualitative and quantitative approaches, and writing the report. Throughout the book, author David M. Fetterman provides insights into putting people at ease, research ethics, and sensitivity to other cultures. Popular with readers for the friendly and accessible style of writing, this new edition will be an indispensable resource for doing ethnographic research. </P>

作者介绍:

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