

CONTENTS

	List of Tables and Figures	ix
	List of Examples	xi
	Introduction to the <i>Ethnographer's Toolkit</i>	xvi
Chapter 1	Essential Data Collection	1
	What Is Essential Data Collection?	1
	Why Are Research Questions Required to Guide Essential Data Collection?	2
	The Value of Research Modeling Based on Research Questions and Prior Knowledge	5
	Basic Skills Required in Essential Data Collection	8
	Establishing Professional Boundaries: Intimacy and Relationships in Face-to-Face Data Collection	17
	Summary: Challenges in Collecting Observational and Interview Data in Person	20
Chapter 2	Defining and Entering the Field	22
	Fieldwork and the Field	23
	The Ethnographer as Self-Reflective Tool for Inquiry	26
	Establishing Relationships to Facilitate Entry	32
	Steps in Entering a Research Setting	32
Chapter 3	Recording and Organizing Ethnographic Field Data: Field Notes, Interviews, Drawings, Visual Documentation, and Survey Data	47
	What Are Field Notes, and Why Are They Important?	47
	Recording Field Notes	54
	Writing Up Field Notes	56
	Making Decisions about What to Write	60
	Organizing and Managing Ethnographic Data While in the Field	78
	Storing Quantitative Data for Subsequent Analysis	81
	Summary	82

Chapter 4	Participant Observation and Informal Interviewing in the Field	83
	Introduction	83
	Differences between Participant Observation and Nonparticipant Observation	84
	Observation from a Distance	88
	Deciding Where and What to Observe	91
	Deciding When to Observe	101
	Informal Interviewing in the Field	103
	Tips on Recording Observations and Informal Interviews	107
	Dynamics and Challenges in Field Observation	110
	Summary	111
Chapter 5	Additional Methods for Collecting Exploratory Data	112
	Introduction	112
	Social and Other Forms of Mapping	112
	Eliciting Information through Objects, Drawings, Materials, and Photographs	124
	Timelines	128
	Organizational Charts	131
	Summary	132
Chapter 6	In-depth, Open-ended Exploratory Interviewing	134
	Introduction and Definitions	134
	Purposes of In-depth, Exploratory, Open-ended Interviewing	135
	Selecting and Sampling: When and Whom to Interview	137
	Preparing for the Interview	140
	Starting an Unstructured Exploratory Interview	151
	Structuring Open-ended Interviews	152
	Self-management during Interviewing	163
	Recording Research Interviews	166
	Summary	167
Chapter 7	Semistructured Interviews and Observations	171
	What Are Semistructured Forms of Data Collection?	171
	Conducting Semistructured Interviews	174
	Constructing a Semistructured Interview Schedule	179
	Analysis of Semistructured Interview Data	183
	Conducting Semistructured Observations	188

	Sampling in Semistructured Data Collection	191
	Identifying and Resolving Challenges in Semistructured Data Collection	193
	Summary	194
Chapter 8	Focus Group Interviews	195
	What Is a Group Interview?	195
	Formal Focus Group Interviews	196
	Organizing and Preparing for Formal Focus Group Interviews	198
	Creating a Representative Sample for a Focus Group	202
	Identifying and Training Focus Group Facilitators	211
	Conducting a Focus Group Interview	216
	Asking Questions in Focus Group Interviews	220
	Characteristics of Good Focus Group Questions	222
	Recording Data from Focus Group Interviews	226
	Videotaping	231
	Validity and Reliability in Research with Focus Groups	233
	Management and Analysis of Focus Group Interviews	237
	Advantages, Uses, and Limitations of Focus Group Interviews	239
Chapter 9	Structured Approaches to Ethnographic Data Collection: Surveys	241
	The Role of Structured Data Collection	241
	Defining Ethnographic Surveys	243
	Steps in the Construction of the Ethnographic Survey	247
	Administration of Ethnographic Interviews	271
	Analysis of Quantitative Data	275
	Integrating Qualitative and Quantitative Data: Triangulation	276
	Summary	278
Chapter 10	Sampling in Ethnographic Research	280
	Approaches to Selection in Ethnographic Research	283
	Approaches to Sampling to Approximate or Achieve Representativeness of a Population in Ethnographic Research	294
	Requirements for and Cautions about the Use of Samples	309
	Summary	318

Chapter 11	Defining and Evaluating Quality in	
	Ethnographic Research	319
	Introduction: What Is Research Quality?	319
	Reliability, Validity, Objectivity, and Subjectivity	320
	The Positivist Critique of Ethnography	323
	Why Ethnographic Characteristics Fit Poorly	
	with Positivistic Canons for Research Quality	325
	Validity	327
	Reliability	341
	Conclusion	343
	References	345
	Index	353
	About the Authors and Artists	363