

CONTENTS

1	Hidden Worlds	1
	Finding the Tools	2
	From Idea to Finished Product	4
	The Need for a Cultural Perspective	5
	Analytical Strategies	6
	Structure of the Book	7
2	The Importance of Small Things	11
	The First Step: Getting Going	12
	The Second Step: Searching for Literature	14
	The Third Step: Collecting Material	17
	The Fourth Step: The Analysis	21
	The Fifth Step: Writing	23
3	Making the Familiar Strange	25
	Making a First Attempt	25
	Looking for Entrances	28
	To Avoid the Predictable	31
	Choosing Methodological Entrances	32
	New Questions and Surprising Answers	33
	Return to the Past	34
	A Life-History Perspective	36
	The Strange Home	37
	The Home as an Art Installation	39
	The Importance of Details and Activities	41
	The Advantages of Limitation	42
4	Sharing a Meal	45
	Table Manners	45
	The Hidden World of the Dinner Table	48
	Forming a Family Meal	50
	Power at the Table	52
	Class and Family History	55
	Doing Mealtime Ethnography	56
	Meals as Models	59

5	Do You Remember Facebook?	61
	Exploring Media in Everyday Life	61
	Beginning at the End	63
	Analog and Digital Living	66
	Media Taking Place	69
	Virtual Intimacy	73
	Are You There?	76
	Follow the Objects	78
6	Catching a Mood	81
	Locating the Setting	82
	Analytical Approaches	83
	Touring the Senses	84
	The Station as a Sensorium	88
	Changing Moods	89
	Describing Atmospheres	92
	Intimate Moods	94
	Changing Tracks	95
	Sensing the World	97
7	Crafting Wood and Words	99
	Ethnographic Writing	99
	Making Things with Words	100
	Autoethnographic Writing	101
	Describing Nonverbal Experience	103
	Do It by Feel	103
	Writing DIY: Three Versions	104
	Manual	105
	Story	106
	Analysis	107
	Working Knowledge	109
	The Importance of Failures	110
	Working and Writing	112
8	Demystifying Fieldwork	115
	The Classic Style	116
	Making Changes to the Classic Mold	118
	The Jungle Ideal	120
	Where Is the Field Now?	121
	Organizing Information	123
	Past, Present, Future	127

9 Taking Cultural Analysis Out into the World	131
The Surprise Effect	132
Open Fieldwork	133
What's This Thing about Culture?	134
A Double Cultural Analysis	135
Learning to Communicate	137
Time Discipline and Teamwork	138
Three Ways of Surprising a Client	140
So What?	142
The Critical Edge	143
References	145
Index	149
About the Authors	153