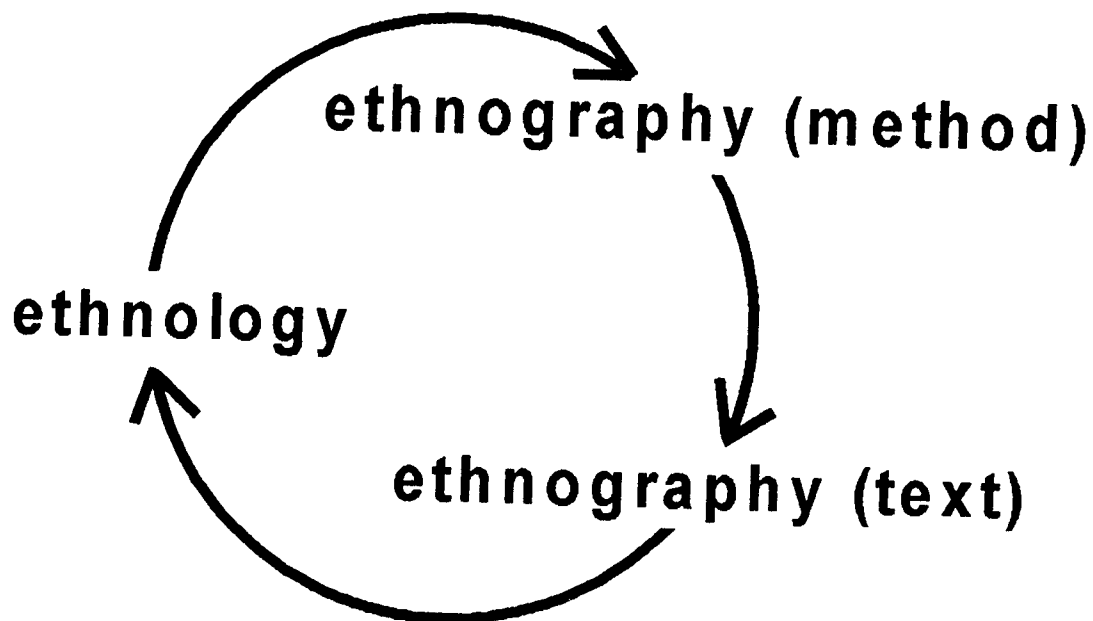


# Ethnography: Participant Observation

- ▶ Participation
  - ▶ making entrée
  - ▶ culture shock
  - ▶ establishing rapport
  - ▶ understanding the culture
- ▶ Observation
  - ▶ of self (recognizing ethnocentrism)
  - ▶ of others (fieldnotes & interviews)



*Ethnography is both a field method for studying culture and a way of writing about culture. As a written genre it informs ethnology, which in turn informs newer questions about culture, which ethnographers explore through firsthand ethnographic fieldwork.*