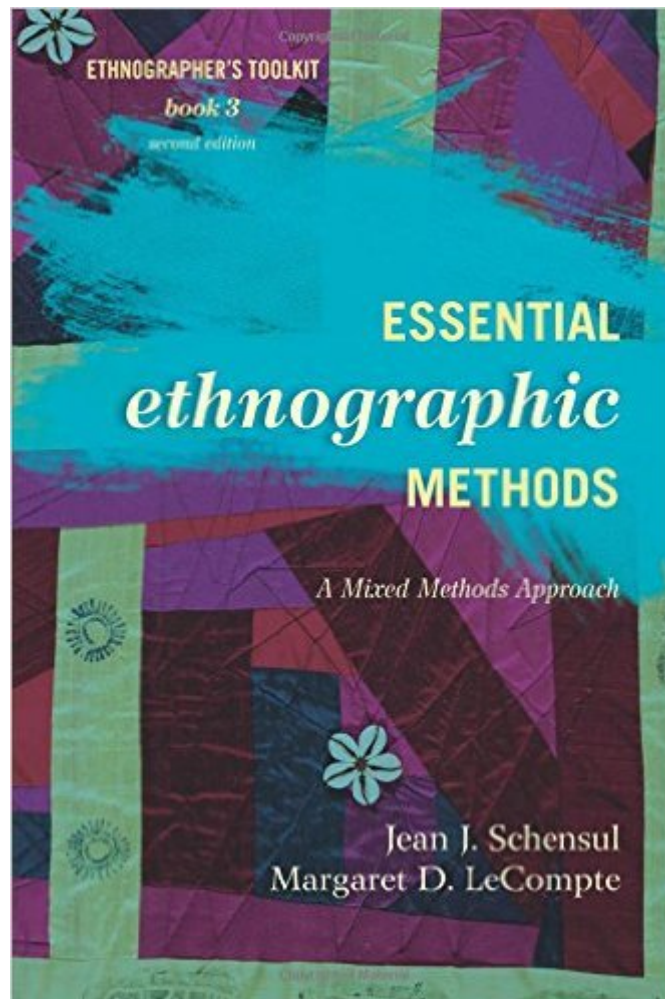


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# Essential Ethnographic Methods: A Mixed Methods Approach, 2nd Edition (Ethnographer's Toolkit)



## Synopsis

This is Book 3 of 7 in the Ethnographer's Toolkit, Second Edition. Essential Ethnographic Methods introduces the fundamental, face-to-face data collection tools that ethnographers and other qualitative researchers use on a regular basis. It provides ethnographers with tools to answer the principal ethnographic questions about setting, participants, activities, behavior, and more. The essential mixed methods for collecting data include open-ended and focused listening, questioning strategies, participant and non-participant observation, recording techniques, visual recall, mapping the environments and contexts in which participant behavior occurs, and engaging in ethnographically informed survey research. Because these data collection strategies require ethnographers to become involved in the local cultural setting and to acquire their experience through hands-on experience, the essential tools also allow them to learn about new situations from the perspective of an "insider." With these detailed instructions, the quality and scope of the data ethnographers collect are sure to be improved. Other books in the set: Book 1: Designing and Conducting Ethnographic Research: An Introduction, Second Edition by Margaret D. LeCompte and Jean J. Schensul 9780759118690 Book 2: Initiating Ethnographic Research: A Mixed Methods Approach by Stephen L. Schensul, Jean J. Schensul, and Margaret D. LeCompte 9780759122017 Book 4: Specialized Ethnographic Methods: A Mixed Methods Approach edited by Jean J. Schensul and Margaret D. LeCompte 9780759122055 Book 5: Analysis and Interpretation of Ethnographic Data: A Mixed Methods Approach, Second Edition by Margaret D. LeCompte and Jean J. Schensul 9780759122079 Book 6: Ethics in Ethnography: A Mixed Methods Approach by Margaret D. LeCompte and Jean J. Schensul 9780759122093 Book 7: Ethnography in Action: A Mixed Methods Approach by Jean J. Schensul and Margaret D. LeCompte 9780759122116

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