

Qualitative Data Analysis

Using non-numerical data to discover
and describe patterns in your data



ETHNOGRAPHY

(ethno = people; graphy = writing)

Writing about people

Must be fluent in the language of the people we study

To study daily life over a long period of time (one to two years)

To establish mutual trust with a full range of local people

Usually stay in a specific location such as a village or a town





Assignment #5 Prompt: Mini-Ethnography

- Choose an ethnographic context in which you will conduct observations.
- Once you have chosen your context, you must spend time (at least 2 hours) observing the people and activities in that context, paying particular attention to social characteristics and interactions.
- You must also closely consider your role in the setting, and how others seem to respond to you whether or not you engage with them directly.
- While in your setting, take a notepad and make jottings of key observations, or excuse yourself periodically to a private place to make jottings.
- Write up notes of your observations in full form, making sure you capture quotes, physical descriptions of people, places, and moods, or other rich details. Your field notes should be no less than 2 pages.



- Write a short essay (**2 pages**) in which you describe the **ethnographic setting**, explain **why you chose it**, describe **your observations** and **any participation**, and **summarize what you learned about this setting/group of people/context**.
- **What dynamics did you hope to observe in your setting** (e.g. gender roles, social class, social norms, ordinary workings of justice system, etc.)?
- Are there any patterns that stand out?
- Did anything surprise you based on what you had expected to observe?

What is your research topic?

Examples of an ethnographic scene include

- The proceedings of a book club meeting
- Protest of any sort
- Shoppers at a big box store on Black Friday
- Riding the tourist trolleys on a weekend
- Happy hour at a neighborhood bar
- The proceedings at the San Diego County courthouse
- Grocery shopping practices of parents with children
- beachgoers during a holiday weekend
- the experience of dining alone at a restaurant

Please be creative!



babies being dedicated
 ↳ not baptism because
 a choice
 ↳ parents dedicating how
 to lead a godly life
 American Authors best
 day of my life playing
 message: scripture
 verses projected
 ↳ having faith is
 how to serve
 God
 • Paul to Colossians

• no eucharist
 • God is creative → honor
 God by being creative
 ↳ Judah = creative
 pastor
 • get the word out
 • mobile, but church
 isn't a building. It's
 a community. ~~think~~
 a lot of people having
 this stuff would
 change the experience
 Haddonfield low tech but
 still successful (100 people)

Field Note

Ethnography Observations
 Noble Academy Charter School
 October 7th, 2015 12:30-4pm

-Brand new big, brick school on a large piece of land. A lot of empty space -Walk in through front doors and the cafeteria is straight ahead. A lot of big windows and the ceiling is high -Staircases on both sides leading to upstairs classroom -In the classroom there is a big floor to ceiling window on right wall. Covers ¼ of wall starting from back left corner of wall -Lots of natural light in room -Curvy shaped modern-looking desks pushed together to form three long rows -Smart projector in front of classroom -We are sitting at a table in the back left hand corner. Kids keeping looking back at us -½ of kids left for specials (today is art) -Big gray and white tiles cover floor -Modern looking gray cabinets and drawers cover wall. Cabinets have skinny white lines for design -Computers against entire wall with window and part of back wall to form an L -7 students spread out on computers -3 students at table near front with Thompson, 2 Hmong, 1 black -Most kids wearing blue shirt saying "We love Noble". Others are wearing black uniform top. All wearing black pants and shoes -Kids at computer are doing a program called Read Live -Kids at table with Thompson are reading out loud. Thompson: "I've been listening to you read and I've noticed that when you come across a word you don't know, you stop and sound it out. That will make you a strong reader."	-Must feel different for kids coming from urban setting -School had a calming feel to it because it isn't filled to its student capacity. -The natural light that fills the cafeteria and classroom makes me feel calm. It goes along with the openness on the outside of the school as well -Brand new school so everything is modern and nice. Must feel different for some kids coming from struggling families -We came after lunch, so that impacted the students' focus as well -Brand new school comes with nice, brand new furniture -Different for kids to have access to a computer right in their classroom for those coming from a struggling Minneapolis school -Paige and I are the outcasts because we aren't wearing the uniform or blue shirt, and we are white (along with Thompson) -Seems to be designed to keep the kids' attention and be a fun way to learn -Thompson is very positive and makes the students feel successful. However, the 2R reading group still lacks confidence in their ability to read out loud
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Jotting of key observation

Descriptive information: Factual data (time, date, state of physical settings, social environment, description of the subject etc.)

Reflective information: observer's reflection about the observation (ideas, questions, concerns, and other related thought)



Format

- **Introduction:** set the scene: tell me about the space you chose, its location, the events that occur there, the population that occupies this space, what they do there
- **Observation and application:** What did you observe, what did you find most interesting when looking at this site critically, what stood out to you in ‘making the familiar strange’



Exercise: Outline of Mini-Ethnography

1. Research Topic
2. Research Question
3. Hypothesis
4. Research Method (observation, participant observation, interview)
5. Analysis of Data

Why people study at a café?



Mini-Ethnography Project - Why People Study at a Cafe

<https://www.youtube.com/watch?v=JyYy5dBSsrQ>