

# Unpacking Ethnography

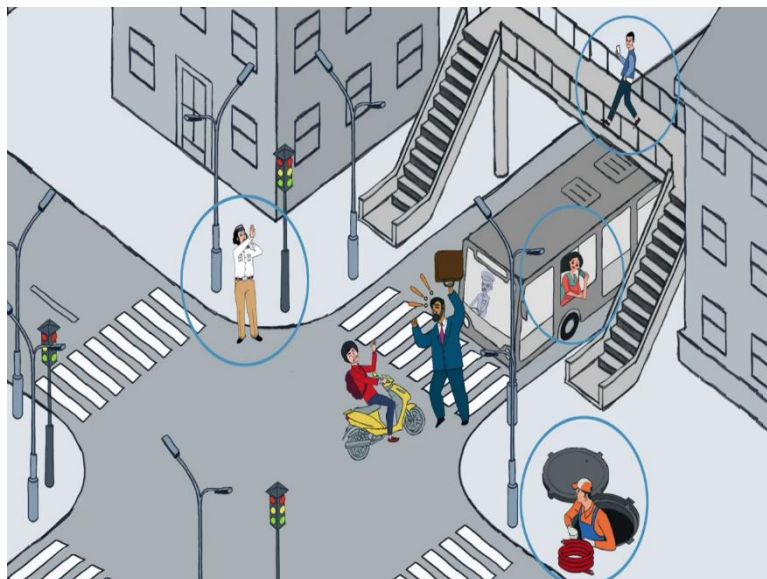
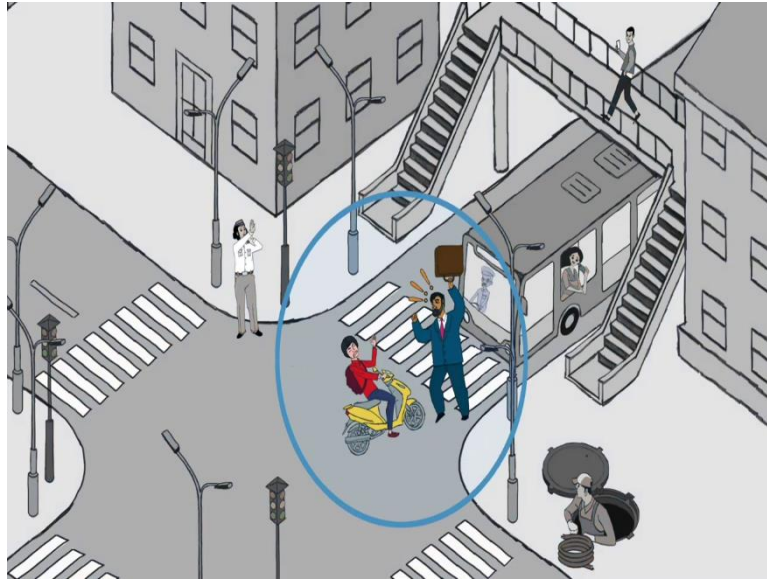
## Introduction

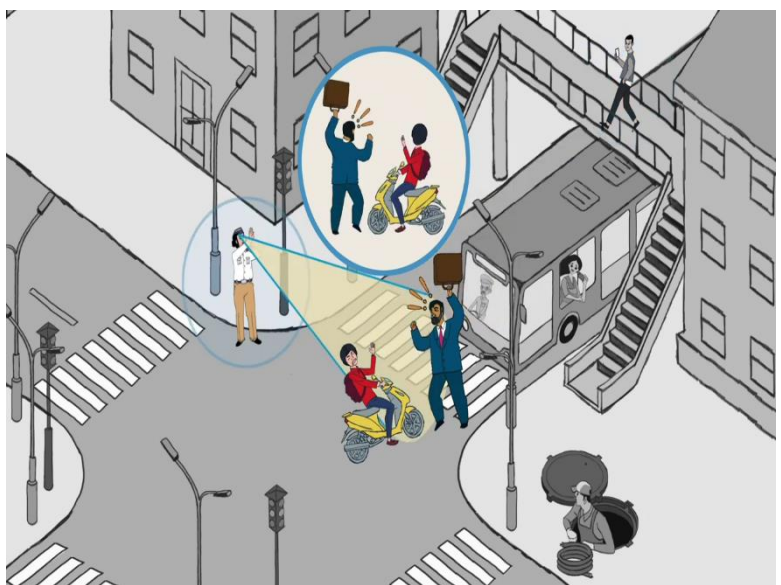
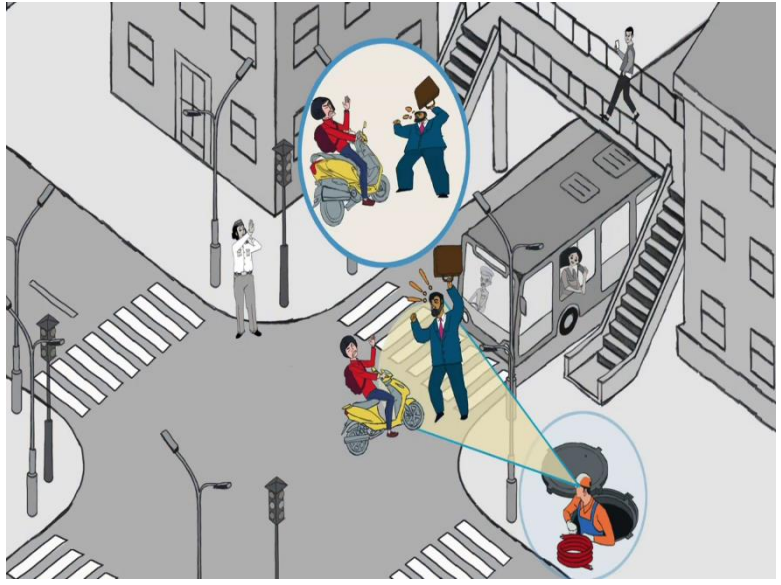
### Module 2 Section 1

#### Lecture 8

Hello again and welcome back to Understanding Ethnography.

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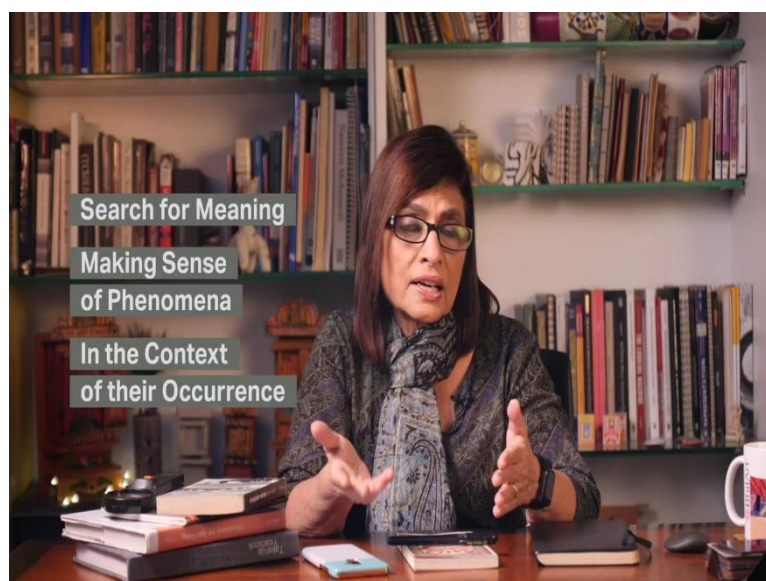




Remember the argument between a motorist and a pedestrian on a busy road? We saw how each person perceived the same incident differently depending on where they were positioned, both physically and in the social hierarchy of their context. There can be multiple different ethnographies of this incident. Each study will be unique in its focus and its objectives and will take a form of its own depending on the approach that the researchers employ.

Whatever may be the differences in their approach or focus, the emphasis of each study will be understanding the multiple meanings attached to the incident. Additionally, each study will attempt to learn something about the underlying structures that define the context.

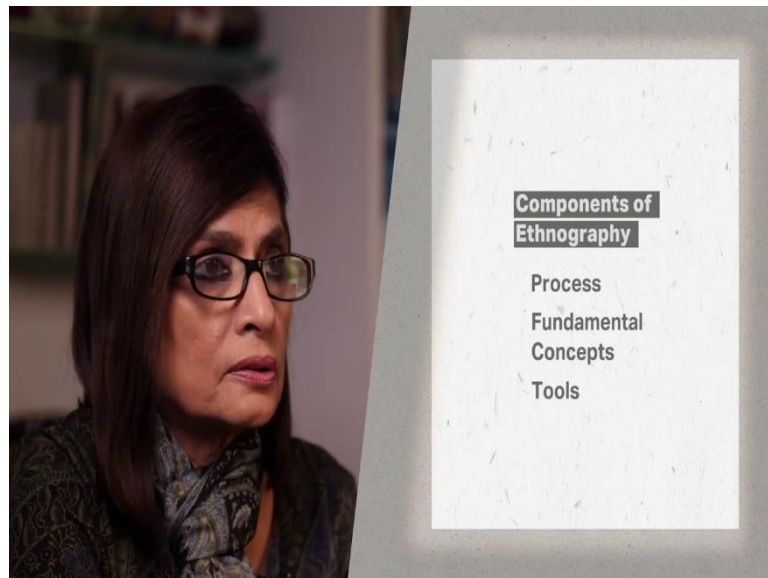
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This search for meaning, and the aim of making sense of a phenomenon *in its context*. These are among the many principles that are fundamental to ethnography. In this module, we would like to discuss some of these principles and practices that are core to ethnographic research.

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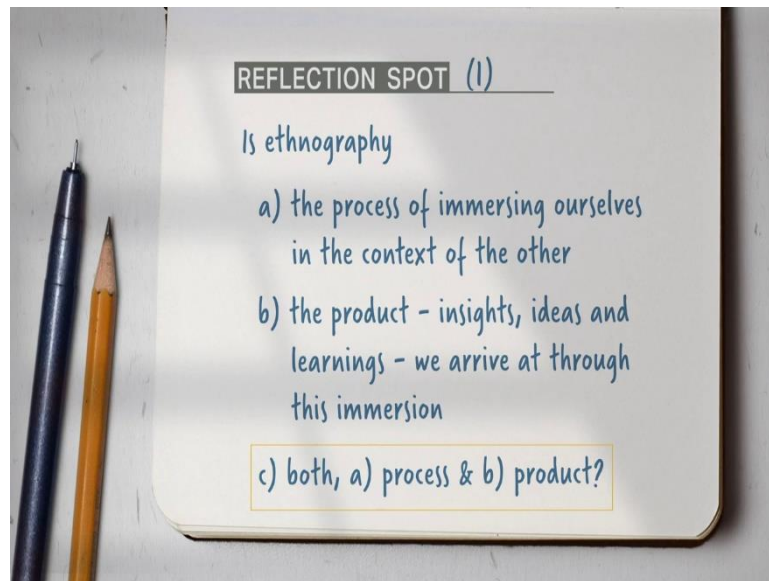
We will unpack ethnography gradually so that we are prepared to do our own ethnographic research. And this may involve asking some more questions.

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So is ethnography a process, or is it a product? Let us pause the video & reflect for a moment on what we have discussed about ethnography so far.

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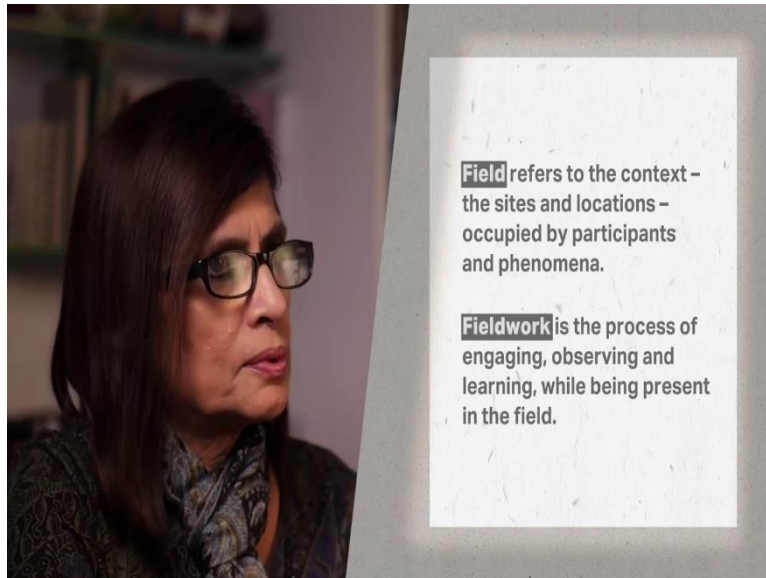




*Is ethnography the process of immersing ourselves in the context of the other. or is it the product and insights we arrive at through this immersion? Or, is it both?*

Some of you may have said ethnography is all about the process of immersing ourselves in the context of the other. Some may have said ethnography is all about the product, the insights we draw from engaging with the other. Well, to answer, ethnography is both. It is immersion, *and* the learning gained from the immersion.

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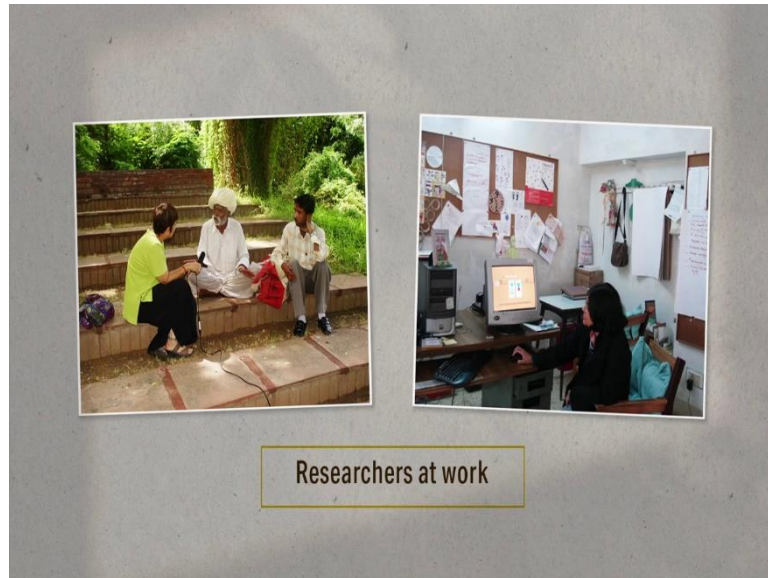
It is the engagements that we have in the field *and* the knowledge that we gain from such engagements.

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This immersion, engagement and way of deriving meaning is not casual, nor does it flow naturally. It is informed by the concepts and tools of ethnographic research. (Refer Slide Time: 2:44)





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And we need to understand these well. Process, fundamental concepts, and tools form the three major components of ethnography.

And in this module, we will elaborate upon all of these.