

Ethnography literally means to 'write or represent a culture'.

Ethnography is traditionally based on long-term engagement in the field of study, or 'field site.'

PLAN

DO

OBSERVE

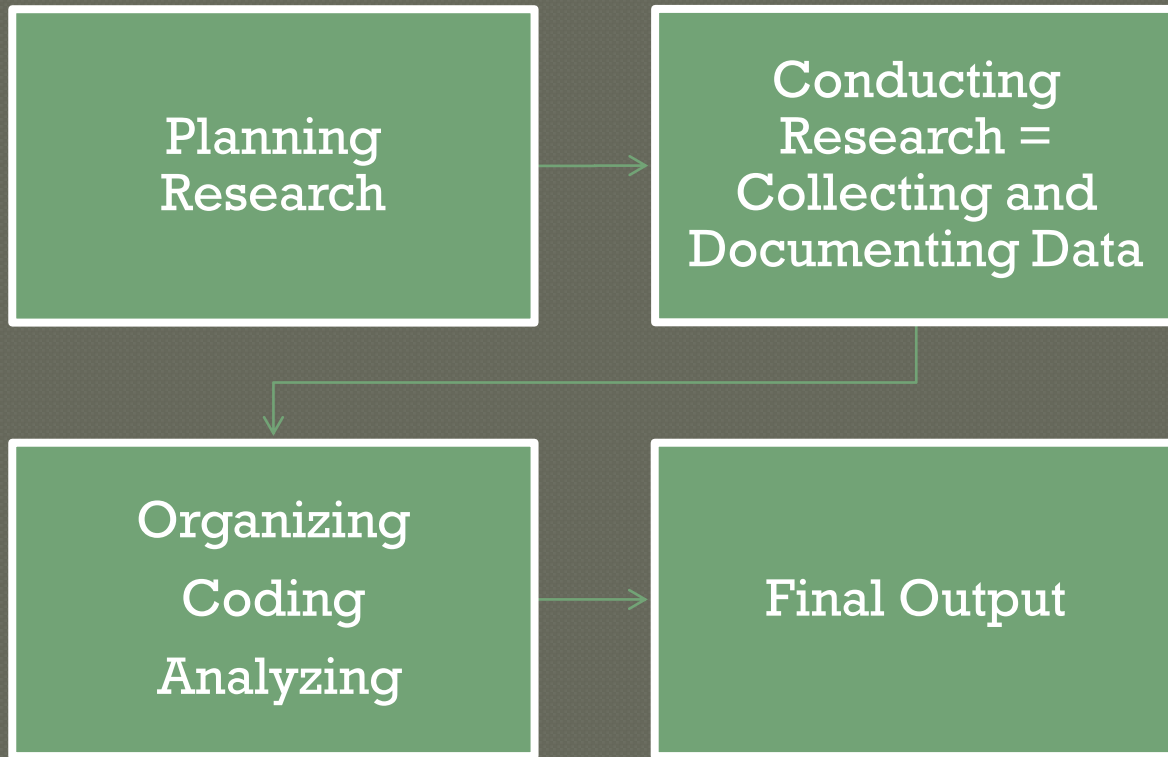
REFLECT

Planning  
Research

Conducting  
Research =  
Collecting and  
Documenting Data

Organizing  
Coding  
Analyzing

Final Output



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- ① **Social Mapping and Contextualising**

# Researching Cyber cafés ...

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- ◉ Why the topic?
- ◉ Framework?
- ◉ Theory?
- ◉ Which café ?
- ◉ How to do it?

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- Focus on the Cyber Café  
Owner...

## Supposing you are researching cyber cafés ... what should you research?

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- Study its social geography: Observe its location  
..... an ethnographic approach implies that we should look at the big picture before getting down to the specifics
- What is it doing in that place? The kinds of communication and information activities they do (or want to) carry out
- Who is the stake holder? What is the business plan?
- The resources s/he needs and garners to run the café

# Going about ...

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- Avoid the single-method solution
- Match the method to the available human resources
- Match the method to the type of data needed by the stakeholders
- Observations inside the café
- Context Surveys
  - Business Model
  - Clientele
- Personal Profile
  - Semi-structured
  - Depth interview

# Reformulating Research: The study of Cyber Cafés in Urban Maharashtra and Mumbai

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- ◎ Your Big Question ....How do Cyber cafés survive?
  - Business Model
  - Types of services
  - Nature of Clientele



# Do the data collection...

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- ◎ Survey
- ◎ Semi-structured interview
- ◎ **The Interview**

# Data House-Keeping

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- ◎ In a nutshell...

# Matrices...

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- ◎ Emerging themes and Coding...

# Coding...

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- ◎ Coding with Software
- ◎ Coding while Scripting
- ◎ Coding with Colors
- ◎ Colour Codes







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Research and Evaluation : The Ethnographic  
Action Research Approach

*Jo Tacchi, Don Slater and Greg Hearn*

*<http://portal.unesco.org/ci/en/files/15722/1084293119513.pdf/13.pdf>*

*[http://portal.unesco.org/ci/en/files/13276/10672478597Ethnographic\\_Action\\_Research.pdf/Ethnographic%2BAction%2BResearch.pdf](http://portal.unesco.org/ci/en/files/13276/10672478597Ethnographic_Action_Research.pdf/Ethnographic%2BAction%2BResearch.pdf)*