



Ethnographic Methods

Karen O'Reilly

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This new edition of Karen O'Reilly's popular *Ethnographic Methods* provides a comprehensive and accessible introduction to the technical, practical and philosophical issues that arise when employing traditional and innovative research methods in relation to human agents.

Using a wide range of case studies and source material to illustrate the dilemmas and resolutions that an ethnographic researcher may encounter, this textbook guides the reader from the initial design and planning stages through to the analysis and writing-up. It explores the historical and philosophical foundations of ethnographic research and goes on to cover a range of relevant topics such as participant observation, qualitative interviews, (focus) group interviews and visual data collection and analysis.

Having been substantially revised and updated, the second edition includes new discussions of emerging practices such as reflexive ethnography and autoethnographic accounts, as well as an entire chapter dedicated to new directions in the field – including virtual, mobile, multi-sited and global ethnography.



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