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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS; LIST OF TABLES AND FIGURES; LIST OF EXAMPLES; INTRODUCTION TO THE ETHNOGRAPHER'S TOOLKIT; CHAPTER 1. ESSENTIAL DATA COLLECTION; CHAPTER 2. DEFINING AND ENTERING THE FIELD; CHAPTER 3. RECORDING AND ORGANIZING ETHNOGRAPHIC FIELD DATA: FIELD NOTES, INTERVIEWS, DRAWINGS, VISUAL DOCUMENTATION, AND SURVEY DATA; CHAPTER 4. PARTICIPANT OBSERVATION AND INFORMAL INTERVIEWING IN THE FIELD; CHAPTER 5. ADDITIONAL METHODS FOR COLLECTING EXPLORATORY DATA; CHAPTER 6. IN-DEPTH, OPEN-ENDED EXPLORATORY INTERVIEWING; CHAPTER 7. SEMISTRUCTURED INTERVIEWS AND OBSERVATIONS CHAPTER 8. FOCUS GROUP INTERVIEWSCHAPTER 9. STRUCTURED APPROACHES TO ETHNOGRAPHIC DATA COLLECTION: SURVEYS; CHAPTER 10. SAMPLING IN ETHNOGRAPHIC RESEARCH; CHAPTER 11. DEFINING AND EVALUATING QUALITY IN ETHNOGRAPHIC RESEARCH; REFERENCES; INDEX; ABOUT THE AUTHORS AND ARTISTS
Sommario/riassunto	Essential Ethnographic Methods introduces the fundamental, face-to-face data collection tools for ethnographers and other qualitative researchers and provides detailed instruction to improve the quality

and scope of data collection.
