

Ethnography as a Form of Research

One of the leading forms of social research is ethnography. It means studying about the ethnic background of a selected group of people. The research is mostly qualitative, as the information attained is descriptive. Observation and interviewing are the major methods of collecting information for such research. The scholar often has to be a part of the group that he is studying in order to closely observe the events and activities. Hence, this is also called participative research. All through the research, it is important to take notes about the practices followed by the people, as a lot of field work is involved. Communication between people also forms a source of data.