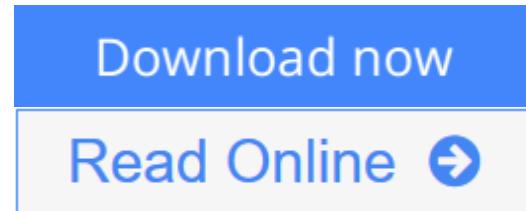


Ethnography: Principles in Practice, 3rd Edition

By Martyn Hammersley, Paul Atkinson



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Now in its third edition, this leading introduction to ethnography has been thoroughly updated and substantially rewritten. It offers a systematic introduction to ethnographic principles and practice. New material covers the use of visual and virtual research methods, hypermedia software and the issue of ethical regulation. There is also a new prologue and epilogue.

The authors argue that ethnography is best understood as a reflexive process. What this means is that we must recognize that social research is part of the world that it studies. From an outline of the principle of reflexivity the authors go on to discuss and exemplify main features of ethnographic work, including:

- the selection and sampling of cases
- the problems of access
- observation and interviewing
- recording and filing data
- the process of data analysis and writing research reports.

Throughout, the discussion draws on a wide range of illustrative material from classic and more recent studies within a global context. The new edition of this popular textbook will be an indispensable resource for students and researchers utilizing social research methods in the social sciences and cultural studies.

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Editorial Review

Review

'The changes to the new addition reflect recent theoretical and methodological debates, new trends in the practice of ethnography, and various technological developments that have already had or will likely have an influence on ethnography. ... One of the major advantages of this book is its broad appeal. ... The second edition of Ethnography: Principles in Practice is an excellent introduction both to ethnography as well as qualitative social research generally. This new edition will surely enjoy continued popularity with students, ethnographic workers, and researchers in the social and behavioural sciences.' - *Reviewing Sociology*

About the first edition 'The authors skilfully cruise most of the well known stations on the ethnographic career: getting in, negotiating fronts, doing theoretical sampling a la Strauss, recording the data ... They rightly emphasise the increased use of documentation. All these issues (and others) are aptly illustrated with extracts from the ethnographic pantheon, with more leaning than usual towards educational settings. The text is a must for theory and methods courses.' - *Network*

About the Author

Martyn Hammersley is Professor of Educational and Social Research at the Open University. His early research was in the sociology of education, focusing in particular on teachers' perspectives, patterns of classroom interaction, and assessment regimes. More recently he has investigated the representation of social research findings in the mass media. His most recent books are *Taking Sides in Social Research* (2000), *Educational Research: Policy Making and Practice* (2002), and *Media Bias in Reporting Social Research?* (2006).

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