An introduction to the origins, history and principles of ethnography

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Philosophically informed ethnography

Historical influencers on ethnography

**Historical context of Ethnography**

**Anthropology 1800s**

- Naturalist Ethnography
- Positivist Ethnography *e.g.* Darwin (1859)

**Social Anthropology 1922 (Malinowski)**

- Chicago School 1892-1942
- Post Modern/Constructivist Ethnography 1942 -

- Critical Ethnography
- Feminist Ethnography

**[Critical/post-positivist] Realist Ethnography** *e.g.* Porter (1993)

**Virtual Ethnography; Netnography; Digital Ethnography** 1990s -

- Symbolic Interactionism; Phenomenology; Hermeneutics; Grounded Theory; Semiotics