An introduction to the origins, history and principles of ethnography

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Version: Supplementary Material

Link(s) to article on publisher’s website:
http://dx.doi.org/doi:10.7748/nr.2017.e1470

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Historical context of Ethnography

Anthropology 1800s

Naturalist Ethnography

Social Anthropology 1922 (Malinowski)

Positivist Ethnography e.g. Darwin (1959)

Chicago School 1892-1942

Critical Ethnography Critical Theory

Post Modern/Constructivist Ethnography 1942 -

Symbolic Interactionism; Phenomenology; Hermeneutics; Grounded Theory; Semiotics


Feminist Ethnography

Virtual Ethnography; Netnography; Digital Ethnography 1990s -