An introduction to the origins, history and principles of ethnography

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Philosophically informed ethnography

Historic influencers on ethnography

Historical context of Ethnography

Anthropology
1800s

Naturalist Ethnography

Positivist Ethnography
e.g. Darwin (1959)

Social Anthropology
1922 (Malinowski)

Chicago School
1892-1942

Critical Ethnography
Critical Theory

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

Virtual Ethnography;
Netnography; Digital
Ethnography
1990s -

Post Modern/Constructivist Ethnography
1942 -

Feminist Ethnography

Symbolic Interactionism;
Phenomenology;
Hermeneutics; Grounded
Theory; Semiotics