An introduction to the origins, history and principles of ethnography

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Historical context of Ethnography

Anthropology 1800s

Naturalist Ethnography

Positivist Ethnography e.g. Darwin (1859)

Social Anthropology 1922 (Malinowski)

Chicago School 1892-1942

Critical Ethnography Critical Theory

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

Virtual Ethnography; Netnography; Digital Ethnography 1990s -

Symbolic Interactionism; Phenomenology; Hermeneutics; Grounded Theory; Semiotics

Feminist Ethnography

Post Modern/Constructivist Ethnography 1942 -