

PhD in Experimental Research Through Design, Art and Technologies

Course title	Methods of ethnographic research
Course code	95204
Academic Year	2024/25
Credits	2

Total lecturing hours	10
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Course description	<p>Ethnography is the study of social interactions, behaviours and perceptions that occur in cultures, societies, groups, organisations and communities. It is a method of research that seeks to look at the world through the meaning of the social relationships that exist within it. The main aim of ethnography is to gain a comprehensive, holistic insight into people's categories and meanings through detailed observation and participation in social life. The ethnographer's task is to understand and describe people's perspectives within their cultural context and to empathise with how people see the world. As a method, ethnography adapts to the cultural context, i.e. it draws on a wide range of methodological tools.</p> <p>Ethnography is about practical learning in the field - it is about spending time with people, immersing and learning their language.</p> <p>Ethnography is the primary method of social and cultural anthropology, but it is an integral part of the social sciences and humanities in general, and draws its methods from many fields, including the natural sciences. More recently, in order to reveal systems of relationships that go beyond the human, ethnography has also turned to other species than humans.</p> <p>In the course we will ask what it means for a wide range of disciplines to become 'ethnographic', that is, to learn to see what they do not as a self-evident and 'natural' activity, but as something that has been culturally created. In this way, a bridge is built between those who apply the method to their projects and those who can think about their projects through the critical reflection that the method offers.</p>
List of topics covered	Epistemology of ethnography, ethnography in a world of different species and objects, becoming and being ethnographic, ethnography in art, design and technology studies

Lecturer	Prof. Elisabeth Tauber
Scientific sector	M-DEA/01
Teaching language	English

Assessment	<p>Presentation in class and a two-page paper based on critical methodological reflection of own project</p> <p>Prior to attending the course, students must have read 2 of the 3 texts - Emerson (2001), Madden (2010) or Kriksey/Helmreich (2010).</p> <p>Reading minutes submitted by e-mail by 4 March 2025 to Elisabeth Tauber will document the reading.</p>
Evaluation criteria	The course is pass/fail. Presentations and papers will be assessed on depth of analysis, critical reflection on the research

	proposal and creativity in bringing together different areas.
Required readings	<p>Emerson, Robert (2001) Four ways to improve the craft of fieldwork in (ed.) Alan Bryman <i>Ethnography</i>. London: Sage Publications pp. 35-49.</p> <p>Madden, Raymond (2010) <i>Being ethnographic</i>. London: Sage Publications, pp.1-27.</p> <p>Kriksey, Eben and Stefan Helmreich (2010) The Emergence of Multispecies Ethnography. <i>Cultural Anthropology</i> 25(4): 545-576</p>
Supplementary readings	<i>Will be announced in class</i>