

# **Chapter 1**

# **Contents**

1	Introduction .....	1
2	Ethnography .....	4
	Ethnography as a Paradigm.....	5
	Resources and Dialectics.....	7
	Ethnography as Counter-hegemony.....	10
	The Ethnographic Argument.....	12
3	The Sequence 1: Prior to Fieldwork .....	16
4	The Sequence 2: In the Field .....	24
	Chaos.....	24
	The Learning Process .....	26
	Observation and Fieldnotes .....	29
	Interviewing .....	42
	Collecting Rubbish .....	58
	Conclusion .....	59
5	The Sequence 3: After Fieldwork .....	63
	Your Data .....	63
	Techniques and Methods .....	67
	Analysing Narrative .....	70
6	Postscript .....	85
	References .....	87
	Index .....	89