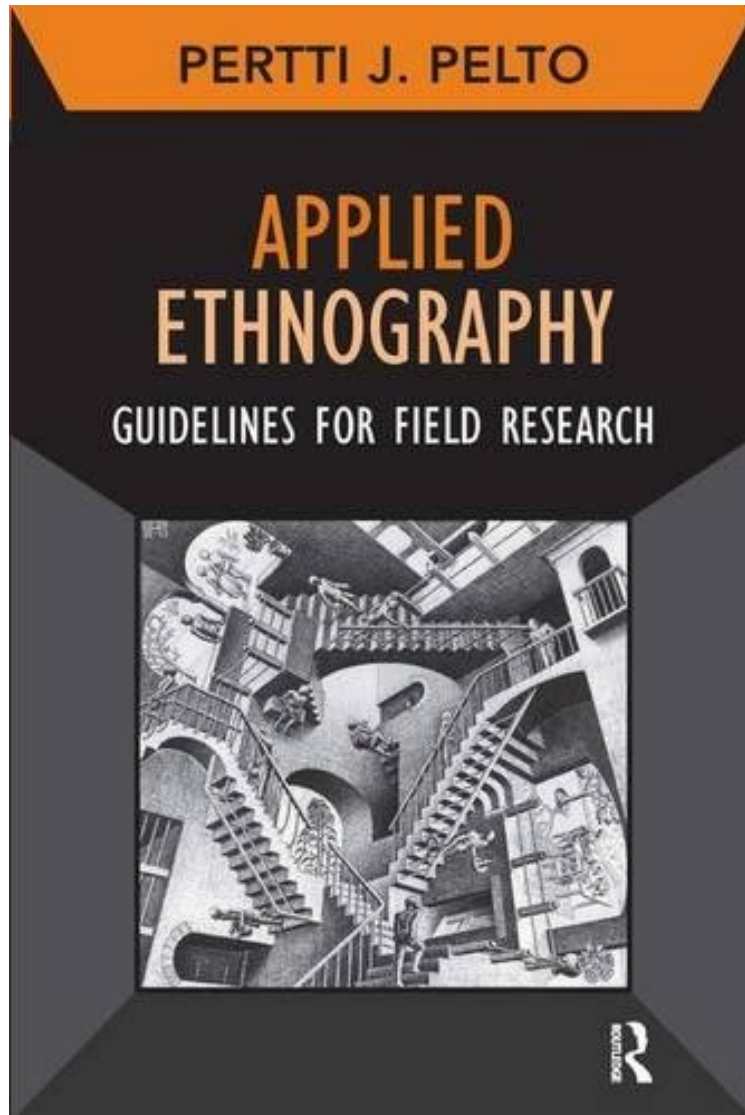


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Applied Ethnography: Guidelines for Field Research (Developing Qualitative Inquiry)

Pertti J Pelto

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Pertti J Pelto : Applied Ethnography: Guidelines for Field Research (Developing Qualitative Inquiry) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Applied Ethnography: Guidelines for Field Research (Developing Qualitative Inquiry):

1 of 1 people found the following review helpful. Excellent resource for qualitative researchers By Paul G. Ward The aim of this book is to provide information and guidelines for applied ethnographic research, updating previous texts

written by the author with new examples and research situations from the international scene. As one of the books in the Developing Qualitative Research series, this book will make a significant addition to any qualitative researchers library. This book embraces ethnographic research in education, marketing, community health, nursing, and more. The examples, although mostly from developing countries and not focused on gerontology, describe and illustrate applied ethnography very effectively. Anthropologists and gerontologists will find the examples and descriptions relevant and interesting. Pencil sketches drawn by Dunja Pelto, the authors daughter, add wonderful insights into the research examples. The extensive reference list, with nearly 250 unique references, is valuable although only a few of the sources would be considered recent scholarly references. Although primarily intended for applied research people in the field, advanced researchers and graduate students planning to conduct ethnographic research for their dissertation could learn much from this book and should be encouraged to include it in their research library. For a more complete review, access the electronic document: DOI 10.5195/aa.2014.370 of 0 people found the following review helpful. Good buy! By kinsler Came quick it is just what I needed!

This comprehensive, engaging guide to applied research distills the expertise of the distinguished ethnographer and methodologist Pertti Pelto over his acclaimed 50-year career. Having written the first major text promoting mixed qualitative and quantitative methods in applied ethnography in the 1970s, Pelto now synthesizes decades of innovation, including examples from around the world that illustrate how specific methods yield immediate results for addressing social problems. Ideal for researchers, students, training programs, and technical assistance projects, this thorough text covers the key topics and skills required: gaining entry, recording and organizing field data, a host of specialized techniques, integrating qualitative and quantitative methods, building and training research teams, rapid assessment and focused ethnographic studies, short- and long-term ethnography, writing up results, non-Western perspectives on research, and more.

The title of this book could have been: 'Ethnography through the times;' and who better to tell the story than an experienced ethnographer, the 'Maestro' who practiced and lived it through most of his adult life?... For its depth in field experiences and rich real life examples in innovation in research methods, I wish to strongly concur with Professor Pelto in recommending this book for applied research people in the south and north.... To prospective users, all training institutions should have a few copies in their library shelves to support research skill training; ethnographic and other qualitative researchers should have one as their fieldwork companion, while for action and implementation science researchers, development agencies, a copy or two for their staffers would go a long way. The Qualitative Report