

# Ethnography Resources

## Understanding Communities: UNST 220C

Note: These resources are intended to supplement class lectures. If you do not attend the lectures on working with Census data, creating PowerPoint presentations, etc., the information on this page may not be very useful.

[Download a printable copy at http://www.marthabianco.com/Courses/Cities/ethnresources.pdf](http://www.marthabianco.com/Courses/Cities/ethnresources.pdf)

### Qualitative Information

- City of Portland's Office of Neighborhood Involvement's Searchable Directory (leading to links and other information for each neighborhood): <http://www.portlandonline.com/oni/search/>
- PSU Millar Library; do a KEYWORD search for **portland neighborhood history**, at <http://vikat.pdx.edu/>
- Google Scholar Portland Neighborhood History search, at [http://scholar.google.com/scholar?hl=en&lr=lang\\_en&q=portland+neighborhood+history&btnG=Search](http://scholar.google.com/scholar?hl=en&lr=lang_en&q=portland+neighborhood+history&btnG=Search)
- Portland Development Commission's urban renewal areas: <http://www.pdc.us/ura/default.asp>

### Quantitative Information

- "Portland Neighborhoods by the Numbers." *Portland Monthly*. (March 2005): 79-80. <http://portland-monthly.com/realestategrid.pdf>.
- 1990 Census Data for Portland Neighborhoods: <http://www.portlandonline.com/oni/index.cfm?c=35280>
- 2000 Census Data for Portland Neighborhoods: <http://www.portlandmaps.com/>
  - [enter a street address that corresponds with the neighborhood, obtainable from the Neighborhood Directory at <http://www.portlandonline.com/oni/index.cfm?&a=65925> (starting on p. 11)]
- Individual neighborhood maps: <http://www.portlandonline.com/oni/index.cfm?c=35281>: copy and paste into Word *and* print out for reference
- Find the census tracts that comprise your neighborhood(s), at the US Census Reference Maps Site: [http://factfinder.census.gov/jsp/saff/SAFFInfo.jsp?\\_pageId=referencemaps&\\_submenuId=maps\\_2&geo\\_id=01000US](http://factfinder.census.gov/jsp/saff/SAFFInfo.jsp?_pageId=referencemaps&_submenuId=maps_2&geo_id=01000US)
  - Zoom in or out and pan as necessary to identify the census tracts for your neighborhood. Write these down.
- US Census Decennial Census Datasets, 1990 and 2000 <http://factfinder.census.gov/servlet/DatasetMainPageServlet?>
  - Run "**Quick Tables**" for your census tracts of interest and compare 1990 and 2000 data
    - 1990 Summary Tape File 3 (STF 3) - Sample data
    - Census 2000 Summary File 3 (SF 3) - Sample Data

### How-To's for Creating Graphs and Presentations

- Excel, entering data tutorial at <http://office.microsoft.com/training/training.aspx?AssetID=RC012005461033>
- Excel, chart tutorial at <http://office.microsoft.com/training/training.aspx?AssetID=RC011055061033>
- PowerPoint, presentation creation tutorial: <http://office.microsoft.com/training/training.aspx?AssetID=RC011298761033>
- PowerPoint presentation *about* PowerPoint presentations: [http://www.marthabianco.com/Courses/Cities/Present/MJBPowerPoint\\_files/frame.htm](http://www.marthabianco.com/Courses/Cities/Present/MJBPowerPoint_files/frame.htm)

## **Help on Writing a Paper**

- The best all-around source is the Online Writing Lab (OWL) at Purdue: <http://owl.english.purdue.edu/owl/>.
  - Click on **The Writing Process** in the right-hand navigation frame
    - **Creating a Thesis Statement** and **Developing an Outline** are particularly helpful.
- What should your ethnography include? Ah, the big question! Actually, this information has existed for you from the beginning of this project.
  - Review the instructions at <http://www.marthabianco.com/Courses/Cities/neighborstudy.html>.
- As that information indicates, your ethnography should
  - **be a maximum of five typed double-spaced pages (not including cover page and Works Cited), formatted in MLA style that provides information about:**
    - **Team and/or Individual Info**
      - Your name
      - Names of the members of your team (if applicable)
      - Neighborhood you studied (a map is always helpful!)
      - Date(s) and time(s) of your field study
      - Method(s) of field study *you* employed
      - Method(s) of field study employed by others in your team (if applicable)
      - Your general conclusions about the various perceptions of your team or others in your mentor session regarding your cluster: Did everyone observe the same sorts of phenomena, or did the observations appear to vary according to methodology, specific location, time of day, or personality of the observer? Are there commonalities that all observers shared regarding the neighborhood? What were the primary differences, and how would you account for them?
      - How did you feel, ethically, doing this assignment?
    - **Independent Research**
      - Other qualitative method(s) you employed, including your sources
      - Quantitative method(s) you employed, including the types of questions you asked and the data sources you used
      - What else did you learn about your neighborhood cluster from your supplementary qualitative analysis (e.g., historical records, newspaper articles, online blogs)? Did you find information that sheds further light on your cluster's "personality"?
      - What types of questions did you ask that you answered through quantitative analysis? Present one or two graphs (your report should not be page after page of graphs) that really "make your point."
      - How did your quantitative analysis relate to the qualitative part of the

project? What types of information did it provide that you could not get from quantitative analysis alone? And, alternatively, what kinds of information did the qualitative research provide that could not have come from mere number crunching?

- Were you surprised by anything you learned? Did this assignment help you "see" or "experience" the city in a way you hadn't before? If so, how?

### How Much Is the Assignment Worth?

Here is what you should get from this assignment:

- Some **experience, practice, and familiarity** with
  - *ethnography* as a research method
  - working with *census and other quantitative demographic data*
  - *combining quantitative and qualitative research approaches* to answer research questions
  - working in a *team* (optional)
  - *getting to know urban neighborhoods* (i.e., communities) with which you are not familiar
  - working with *spreadsheets to create graphs*
  - *inserting graphs* into word processing documents
  - *the writing process*: brainstorming, thesis development, organization, writing, drafting, revising, editing, proofreading
  - working with *PowerPoint*
  - making a *succinct and effective oral presentation* before an audience, using visual aids

**Everything in this assignment other than ethnography research methodology (field observation), getting to know a Portland neighborhood, and working with census data should be review;** as sophomores and above, you should have already be familiar with these skills, and this project should be an **opportunity for you to practice what you already know**. If you do not have these skills yet, then this is an **opportunity for you to learn them** before you need to use them again.

**So, beyond knowledge, experience, practice, and the value of learning in and of itself, the presentation is worth 50 points, and the paper is worth 150 points, which are divided roughly as follows:**

Portion and Percentage		Portion and Percentage	
			team info
writing	10		methodology
citations	5		supplemental info
paper format	5		quantitative literacy
paper process	10		interpretation and analysis

[Click here for an example of a nearly perfect A-level ethnographic report](http://www.marthabianco.com/Courses/Cities/ethnography_example.pdf), at [http://www.marthabianco.com/Courses/Cities/ethnography\\_example.pdf](http://www.marthabianco.com/Courses/Cities/ethnography_example.pdf)

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