

Centurion University of Technology and Management

Faculty Development Programme on

Ethnography and Ethnographic Tools in Qualitative Research

Organized by

Centurion University of Technology and Management



Date: 16.10.2020 - 17.10.2020

Resource Person (s)

Dr. Smita Mishra Panda

**Professor
School of Management, CUTM**

Dr. Smita Mishra Panda is educated in Delhi University and the Asian Institute of Technology (AIT), Bangkok. She has been a visiting faculty to Norwegian University of Science and Technology, Norway, The Monash Asia Institute of Monash University, Melbourne (Australia) and The School of Built Environment and Planning, Curtin University, Perth (Australia). Her areas of research and consulting interests include gender issues in development, natural resource management, water, forests and livelihoods, marginalized communities, local governance, rural development and development management.

No. of Participants: 30

About the FDP

Qualitative observational research involves more than simply going out into the field and observing a given group or culture. Researchers must also consider such issues as

their role, their research question, the theory driving their inquiry, how they will collect and analyze information, and how they will report their results. FDP on Ethnography and Ethnographic tools in qualitative research emphasized what is specific about ethnographic research; how ethnographic research proceeds; what the methodological and ethical principles of ethnographic research are; how to do field work; how to make field notes; how to analyze and interpret ethnographic research materials; and how to write and evaluate ethnographic research.

Objective of the FDP

To acquire knowledge and experience on the main Parts of Ethnographic Research, such as

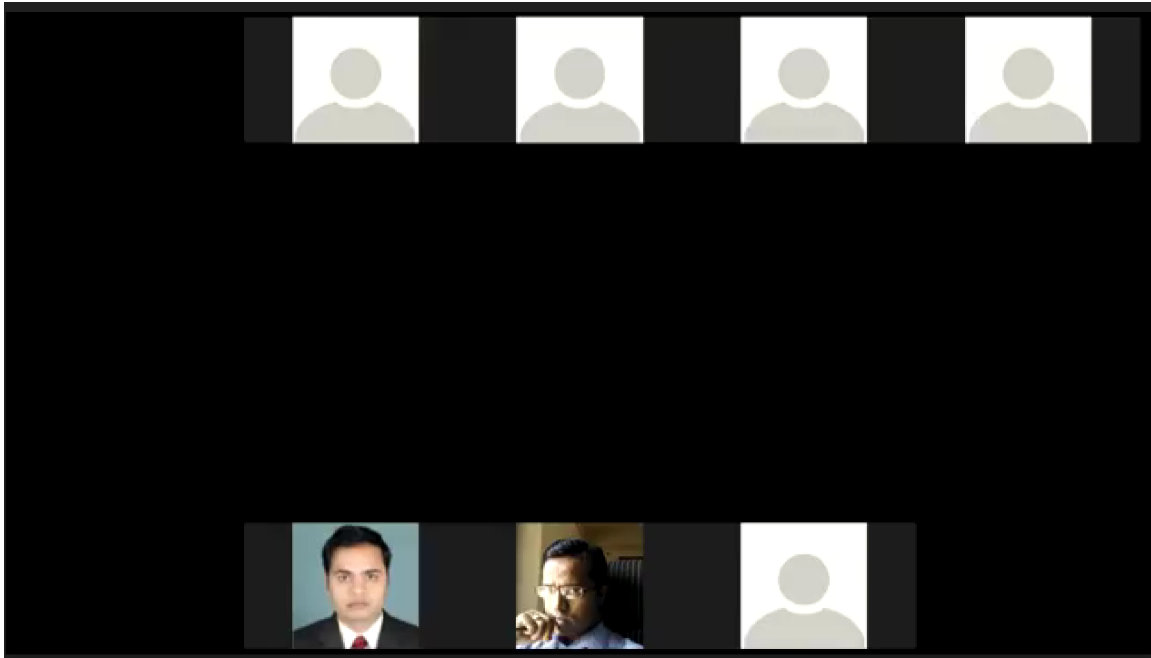
- Dumping ground or Effective alternative
- Abstract
- Purpose
- Justification
- Definition
- Assumption
- Literature Review
- Methods of data collection
- Body/Sample collection
- Results
- Interpretations/Analysis/Cause and Effect
- Conclusion
- Recommendations

Outcome of the FDP

The participants shall be able to know and implement the followings

- What is Ethnographic Research?
- History of Ethnographic Research
- Uses of Ethnographic Research
- Advantages of Conducting Ethnographic Research
- Disadvantages of Ethnographic Research
- What to do Before Starting your Ethnographic Research?
- Types of Ethnographic Research
- How to Conduct Ethnographic Research?
- Main Parts of Ethnographic Research

Photographs of the FDP



Screenshot of the on-going FDP

RESEARCH TOOLKITS

ETHNOGRAPHY



OBSERVATION



VIDEO ETHNOGRAPHY



ACCOMPANIED SHOPPING



DIGITAL BLOGGING



HOME VISIT



SELF DIARIES/ BLOGGING



ACCOMPANIED TRAVELLING



ONLINE COMMUNITY



USER INTERFACE



SHADOWING



EYE TRACKING



SEMIOTICS

ETHNOGRAPHY

(ethno = people; graphy = writing)

Writing about people

Must be fluent in the language of the people we study

To study daily life over a long period of time (one to two years)

To establish mutual trust with a full range of local people

Usually stay in a specific location such as a village or a town

(Screenshot during the session on Ethnography)

List of Participants of the FDP

1	Sasmita Kumari Nayak
2	Manoj Kumar Behera
3	Mamata Garanayak
4	Suwendu Kumar Nayak
5	Shivani Nanda
6	Raj Kumar Mohanta
7	Rakesh Kumar Ray
8	Shreela Dash
9	Srimay Pradhan
10	Bhagyaswari Behera
11	Kalpita Bhatta
12	Mr. B. Chakrapani
13	Mr. Ajay Kumar Prusty
14	Ms. Basubadatta Sahu
15	Mr. Chandrasekhar Sahu
16	Ms. Kajal Samantara
17	Santilata Sahoo
18	Aruna Kumari Mishra
19	Anath Bandhu Das
20	Hemanta Kumar Patra
21	Saubhagyalaxmi Singh
22	Sasi Bhusan Padhi
23	Pradeep Kumar Sahoo
24	Taneeva Das
25	Shiv Sankar Das
26	Ms. Priya Shaw
27	Prajna Paramita Debata
28	Babuli Kumar Jena
29	Dilip Kumar Mohanta

Brochure of the FDP



FDP

on

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Center for Governance and Sustainable Societies

Centurion University of Technology and Management

Resource Person

Dr. Smita Mishra Panda

Professor , SoM

centurion university of technology and management
Shaping Lives... Empowering Communities...

A handwritten signature in black ink, appearing to read 'Prasanta'.

Dr. Prasanta Ku. Mohanty
Dean Academic

A handwritten signature in blue ink, appearing to read 'KVD Prakash'.

Prof. KVD Prakash
Dean - IIE & HRD