

Ethnography

Sociology

What sustained fieldwork can show that no survey reaches.

Extended first-hand study of a setting on its own terms, producing an account of practice and meaning from sustained presence rather than from reports.

TYPICAL SPAN
months to years

STRENGTH
validity

- Time in the field is the method, not a preliminary.
- Field notes are written daily, not reconstructed.
- Access and gatekeepers shape what you can see.
- Thick description: the act plus its meaning.
- Going native trades distance for closeness.
- One site studied deeply, not many sampled.

LOOK FOR IT

Whyte's Street Corner Society: three years in one district, and a structure of local life no questionnaire had found.

Weak on reliability and generalisation by design. Strong claims about a population need a different study.