

THE QUALITATIVE IMAGINATION

Sheila Slaughter

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EDHI 8930

Friday 9:00-12:00 AM

Course description. This course provides an overview of qualitative research that seeks to stimulate students' imagination with regard to how they can utilize qualitative research. Qualitative research on a wide variety of topics using many techniques will be analyzed so students can learn about the possibilities for research that qualitative methods offer. The readings are drawn from anthropology, economics, higher education, history, policy, political science, sociology and interdisciplinary work. Among the approaches to qualitative work we will examine are document analysis, ethnography, interviews, oral history, and participant observation as well as analysis of cyber materials. In all readings, we will focus on how the researchers techniques might be used in the study of higher education.

Course objectives. (1) Introduce students to the possibilities of qualitative research; (2) work with students to understand the higher education problems qualitative research best addresses; (3) work with students to understand the theories appropriate to qualitative problems; (4) work with students to analyze qualitative research to understand how to use methods and techniques in their own work.

Requirements. Students will come to class having read and being prepared to discuss the assigned readings. Students will make two or three presentations, the first on an ethnography selected from the attached list, the second or third on a selected reading from the syllabus after September 11th. Students will use the attached guide to help them in development of their presentations. They will write 1 paper analyzing a qualitative work, also using the attached guide. Students will write a final paper that is a research proposal for a qualitative project.

August 21, 2009

Introduction

August 28, 2009

Students read and present on ethnographies of choice (see list)

September 4, 2009

Students read and present on ethnographies of choice (see list)

September 11, 2009

Students read and present on ethnographies of choice (see list)

September 18, 2009: Document Analysis

Rhoades, Gary. 1998. *Managed professionals: Unionized faculty and restructuring academic labor*. SUNY Press. Chapter 5. The production politics of teaching and technology: Deskillling, enskillling and managerial extension.

Slaughter, Sheila. 1993. "Beyond Basic Science: Research University Presidents Narratives of Science Policy." *Science, Technology and Human Values* 18,: 278-302.

Sheila Slaughter and Gary Rhoades. 2004. *Academic capitalism and the new economy*. Baltimore: Johns Hopkins University Press.

Sheila Slaughter and Gary Rhoades. 1993. "Changes in Intellectual Property Statutes and Policies at a Public University: Revising the Terms of Professional Labor," *Higher Education* 26: 287-312.

Sheila Slaughter, "The 'Official' Ideology of Higher Education," in *Culture and Ideology in Higher Education: Advancing a Critical Agenda*, ed. William G. Tierney (New York: Praeger, 1991): 59-85.

September 25, 2009: Interviews

Patricia McDonough. 1997. *Choosing Colleges: How Social Class and Schools Structure Opportunity*. Albany, NY: State University of New York Press. Chapter on college selection.

Jay Rochlin. 1997. *Race and class on campus: conversations with Ricardo'd daughter*. Tucson, Az., University of Arizona Press.

Sheila Slaughter, Cynthia Joan Archerd and Teresa I.D. Campbell. 2004. "Boundaries and quandaries: How professors negotiate market relations." *Review of Higher Education*, 28, 1: 129-165.

Sheila Slaughter, Teresa I.D. Campbell, Peggy Holleman and Edward Morgan. 2002. "The traffic in students: Graduate students as tokens of exchange between industry and academe." *Science, Technology and Human Values* 27, 2: 282-313.

October 2, 2009: Classroom observations

Philips, Susan Urmston. 1983. *The invisible culture: Communications in classroom and community on the Warm Springs Indian Reservation*. Prospect Heights, Il. Wavelan Press.

Richardson, Richard C., Elizabeth Fisk, Morris Okun. 1983. *Literacy in the open-access college*. San Francisco: Jossey-Bass. Chapters 3. Teaching and learning in the classroom, pp. 42-62. Chapter 4. Reading and writing requirements, pp. 63-72.

Carnoy, Martin and Henry M. Levin. 1985. *Schooling and work in the democratic state*. Stanford. Stanford University Press. Chapter 5. Reproduction and the practices of schooling: 110-143.

October 9, 2009: Ethnographies

Dorothy C. Holland and Margaret A. Eisenhart. 1990. *Educated in Romance: Women Achievement, and College Culture*. Chicago: University of Chicago Press.

Howard London. 1978. *The Culture of a Community College*. New York: Praeger Publishers.

Lois Weis. 1985. *Between two worlds. Black students in an urban community college*. New York: Routledge.

Eisenhart, Margaret and Elizabeth Finkel. 1998. *Women's science: Learning and succeeding from the margins*. Chicago and London: The University of Chicago Press. Chapter 3. Learning science in an innovative genetics course: 61-90.

Thorne, Barrie. 1995. *Gender play: Girls and boys in school*. New Brunswick, NJ: Rutgers University Press. Chapter 4. Gender separation: Why and how. pp. 49-62; Chapter 5. Creating a sense of opposite sides, pp. 63-88.

Macleod, Jay. 1995. *Ain't no makin' it: Aspirations and attainment in a low-income neighborhood*. Boulder, Colorado. Westview Press. Chapter. 3. Teen-agers in Clarendon Heights: The Hallway Hangers and the Brothers. Pp. 25-49; Chapter 6. School: Preparing for the competition, pp. 83-111.

First analysis paper due

October 16, 2009: Case studies

Laura Fairchild Brodie. 2000. *Breaking out: VMI and the coming of women*. New York: Pantheon Books.

David E. Lavin. 1996. *Changing the Odds: Open Admissions and the Life Chances of the Disadvantaged*. New Haven: Yale University Press. Chapters 1 & 8.

October 23, 2009: Policy

Shaw, Katherine, Sara Goldrick-Rab, Chris Mazzeo and Jerry A. Jacobs. 2006. *Putting Poor People to Work: How the work-First Ideology Transformed welfare and Job Training*. New York: Russell Sage Foundation.

Sheila Slaughter and Gary Rhoades. 1996. "The Emergence of a Competitiveness Research and Development Policy Coalition and the Commercialization of Academic Science and Technology," *Science, Technology and Human Value* 21, 3 Summer, 303-339.

Sheila Slaughter. 1998. "National higher education policies in a global economy." In Jan Currie and Janice Newson (Eds.) *Universities and globalization: Critical perspectives*. Thousand Oakes California: Sage, 45-70.

October 30, 2009 NO CLASS, FALL BREAK

November 6, 2009: Inside and outside schools

Willis, Paul. 1977. *Learning to labor: how working class kids get working class jobs*. Farnborough: Saxon House.

Foley, Douglas. 1990. *Learning capitalist culture: Deep in the heart of Tejas*. Philadelphia. The University of Pennsylvania Press. Chapter 2. The great American football ritual: 28-62.

Macleod, Jay. 1995. *Ain't no makin' it: Aspirations and attainment in a low-income neighborhood*. Boulder, Colorado. Westview Press. Chapter. 3. Teen-agers in Clarendon Heights: The Hallway Hangers and the Brothers. Pp. 25-49; Chapter 6. School: Preparing for the competition, pp. 83-111.

November 13, 2009: Legal

Ben Baez and Sheila Slaughter. 2001. "Academic Freedom and Federal Courts in the 1990s: The Legitimation of the Conservative Entrepreneurial State." In John Smart and William Tierney, eds. *Handbook of Theory and Research in Higher Education*. Bronx, NY: Agathon Press, pp. 73-118.

November 20, 2009: Critical race/post modern approaches

Patricia J. Williams. 1991. *The alchemy of race and rights*. Cambridge, Mass.: Harvard University Press.

Baez, Ben. 2001. *Affirmative action, hate speech and tenure: Narratives about race and law in the academy*. Chapter 5. The stories we tell: law, race and affirmative action.

Derek Bell. 1993. *Faces at the Bottom of the Well: The permanence of racism*. NY: Basic Books.

November 27, 2009 NO CLASS THANKSGIVING BREAK

December 4, 2009: Consideration of what we have learned and what we need to learn

December, 2009: FINAL PAPER DUE

SELECTED ETHNOGRAPHIES

1.) Abu-Lughod, Lila. 1993. *Writing Women's Worlds: Bedouin Stories*. Berkeley: University of California Press.

ABSTRACT: In 1978 Lila Abu-Lughod climbed out of a dusty van to meet members of a small Awlad 'Ali Bedouin community. Living in this Egyptian Bedouin settlement for extended periods during the following decade, Abu-Lughod took part in family life, with its moments of humor, affection, and anger. She witnessed striking changes, both cultural and economic, and she recorded the stories of the women. *Writing Women's Worlds* is Abu-Lughod's telling of those stories; it is also about what happens in bringing the stories to others. As the new teller of these tales Abu-Lughod draws on anthropological and feminist insights to construct a critical ethnography. She explores how the telling of these stories challenges the power of anthropological theory to render adequately the lives of others and the way feminist theory appropriates Third World women. *Writing Women's Worlds* is thus at once a vivid set of stories and a study in the politics of representation.

REVIEWS: "A different kind of ethnography, one in which the texture and richness of individual lives are vividly conveyed. . . . Abu-Lughod has demonstrated with great effectiveness that anthropology does not have to emphasize the divisions between us and everybody else; it is equally capable of drawing attention to our common humanity." *New York Times Book Review*

"In *Writing Women's Worlds*, Bedouin women are the narrators of their own lives; they are not the subjects or objects of ideas projected by the ethnographer's imagination. . . . This will be an important work in the field of international feminist studies for some time to come. . . . An excellent effort to 'decolonize' a people in writing and to alter the usual preconceived ideas the Western reader brings to studies of Arabs and Muslim women." *Women's Review of Books*

"Some of the most compelling depictions of women's lives ever presented in an ethnography."—*Law and Society Review*

*Victor Turner Prize for Ethnographic Writing.

2.) Angel, Ronald J., Lein, Laura, Henrici, Jane. 2006. *Poor Families in America's Health Care Crisis*. NY: Cambridge University Press.

ABSTRACT: *Poor Families in America's Health Care Crisis* examines the implications of the fragmented and two-tiered health insurance system in the United States for the health care access of low-income families. For a large fraction of Americans their jobs do not provide health insurance or other benefits and although government programs are available for children, adults without private health care coverage have few options. Detailed ethnographic and survey data from selected low-income neighborhoods in Boston, Chicago, and San Antonio document the lapses in medical coverage that poor families experience and reveal the extent of untreated medical conditions, delayed treatment, medical indebtedness, and irregular health care that women and children suffer as a result. Extensive poverty, the increasing proportion of minority households, and the growing dependence on insecure service sector work all influence access to health care for families at the economic margin.

REVIEWS: "This book provides evidence in rich and specific detail of the 'human experience of dealing with serious adversity'. An important message of this book is the consequences for health of uncertainty in the structural conditions and personal lives of the working poor -- "physical and social environments that seem to attack and undermine an impoverished family's every effort to get ahead." Rich qualitative data give these findings the context and specificity of personal experiences and stories." - Thomas S. Weisner, University of California, Los Angeles

"*Poor Families in America's Health Care Crisis* is an important and timely book. Ronald J. Angel, Laura Lein, and Jane Henrici have analyzed rich data collected in selected neighborhoods in Boston, Chicago, and San Antonio to provide a compelling account of the health of poor families and their untreated medical conditions. The information in this book is disturbing, but it is a must read for those concerned about the lack of health insurance and access to health care for millions of American families." -William Julius Wilson, Harvard University

'Women and children first' has come to mean that, when poor, they are the first to suffer the gaps, delays, disrespect and lack of care endemic to the United States' two tiered health care system. *Poor Families in America's Health Care Crisis* makes these stories vivid and specific as the book's analysis is anchored to real people's experiences. The book should fuel our determination and equip us to fix this cruel situation." -Wendy Chavkin, Columbia University.

3.) Bahir, Ruth.

4.) Bourgois, Phillippe. 1995. *In Search of Respect: Selling Crack in El Barrio*. NY: Cambridge University Press.

ABSTRACT: Philippe Bourgois's ethnographic study of social marginalization in inner-city America, won critical acclaim when it was first published in 1995. For the first time, an anthropologist had managed to gain the trust and long-term friendship of street-level drug dealers in one of the roughest ghetto neighborhoods--East Harlem. This new edition adds a prologue describing the major dynamics that have altered life on the streets of East Harlem in the seven years since the first edition. In a new epilogue Bourgois brings up to date the stories of the people--Primo, Caesat, Luis, Tony, Candy--who readers come to know in this remarkable window onto the world of the inner city drug trade.

REVIEWS: "Some of the best ethnographic research being conducted today concerns the use of crack cocaine in different inner- and outer-cities. Anthropologist Philippe Bourgois spent several years studying the crack trade in his East Harlem community...He was able to gain entry to a world of economic, gender, age, and ethnic relationships that are closed to representatives of official society." *ICCA Journal*

"...offers one of the most closely observed accounts we are likely to get of the urban crack scene...it provides a fascinating account of the obstacles crack sellers face as they seek to earn a living." *New York Review of Books*

"Now *In Search of Respect: Selling Crack in El Barrio*, by Philippe Bourgois, brings the lives of these crack dealers into brilliant focus. Bourgois' raw and poignant book delivers a message about the economics of exclusion that should shake public perceptions of the inner-city drug trade....Bourgois offers us truly culturally privileged information...for anyone interested in the brutal truth about drug dealing in our inner cities, *In Search of Respect* is the place to look." *Washington Post Book World*

5.) Bruner, Edward. 2004. *Culture on Tour: Ethnographies of Travel*. Chicago: University of Chicago Press.

ABSTRACT: Recruited to be a lecturer on a group tour of Indonesia, Edward M. Bruner decided to make the tourists aware of tourism itself. He photographed tourists photographing Indonesians, asking the group how they felt having their pictures taken without their permission. After a dance performance, Bruner explained to the group that the exhibition was not traditional, but instead had been set up specifically for tourists. His efforts to induce reflexivity led to conflict with the tour company, which wanted the displays to be viewed as replicas of culture and to remain unexamined. Although Bruner was eventually fired, the experience became part of a sustained exploration of tourist performances, narratives, and practices.

Synthesizing more than twenty years of research in cultural tourism, *Culture on Tour* analyzes a remarkable variety of tourist productions, ranging from safari excursions in Kenya and dance dramas in Bali to an Abraham Lincoln heritage site in Illinois. Bruner examines each site in all its particularity, taking account of global and local factors, as well as the multiple perspectives of the various actors—the tourists, the producers, the locals, and even the anthropologist himself. The collection will be essential to those in the field as well as to readers interested in globalization and travel.

REVIEWS: "Edward M. Bruner's *Culture on Tour: Ethnographies of Travel* is a bracing compendium of anthropological essays decoding specific tourist sites. . . . Bruner's emphasis is on complexity and process; he declines to disparage tourists as a class or to assume that local residents are objects of exploitation. He sees multiple, competing meanings in individual sites, contrasting meanings in different sites in the same country, and changes in the meaning of sites over time. . . . Bruner's . . . fascinating book also whirls through Africa, the Middle East, and the United States, delineating what he calls "touristic border-zones"—real places where tourists encounter locals in performance. Tourism, for Bruner, is "improvisational theater ... where both tourist and local are actors." *Chronicle of Higher Education*.

"This monograph deserves a warm reception . . . not least because it opens up a specialist field, in this case the anthropology of tourism, to a wider readership. What Bruner's work shows in particular is that while social scientists can stand back and analyze why there are tensions within a given social setting it is often very difficult for the participants . . . to comprehend why this should be so." *Anthropological Quarterly*

"A spirited and thoughtful volume. . . . One of Bruner's greatest contributions is his constructivist position, from which he views cultures as continually reinventing themselves. Tourist practices are seen as neither simulacra nor ersatz, but as social performances in their own right. This position allows Bruner to free anthropologists from their previous impasse of thinking along the binary of authenticity-inauthenticity, a persistent focus of tourism scholarship ever since Dean MacCannell's 1970s writing on 'staged authenticity.' Because culture is always emergent, alive, and in process, every cultural act is authentic." *American Anthropologist*

6.) Fisher, William F. 2001. *Fluid Boundaries: Forming and Transforming Identity in Nepal*. NY: Columbia University Press.

ABSTRACT: More than an ethnography, this book clarifies one of the most important current debates in anthropology: How should anthropologists regard culture, history, and the power process? Since the 1980s, the Thakali of Nepal have searched for an identity and a clarification of their "true" culture and history in the wake of their rise to political power and achievement of economic success. Although united in this search,

the Thakali are divided as to the answers that have been proposed: the "Hinduization" of religious practices, the promotion of Tibetan Buddhism, the revival of practices associated with the Thakali shamans, and secularization. Ironically, the attempts by the Thakali to define their identity reveal that to return to tradition they must first re-create it -- but this process of re-creation establishes it in a way in which it has never existed. To return to "tradition" -- to become Thakali again -- is, in a way, to become Thakali for the very first time.

REVIEWS: "This authoritative account of Thakali society remains an extremely welcome addition to... the wider body of anthropological research into the political implications of the social construction of cultural identity." *Ethnos*.

"*Fluid Boundaries* offers a sophisticated and intellectual evaluation... The book is an essential addition." *Journal of the Royal Anthropological Institute*

"His final arguments are well made. He moves questions of ethnic identity on from quests for coherence and authenticity by actors and scholars to a matter of when and where ethnicity becomes an issue." *Social Anthropology*

7.) Goldstein, Donna M. 2003. *Laughter Out of Place: Race, Class, Violence, and Sexuality in a Rio Shantytown*. Berkeley: University of California Press.

ABSTRACT: Donna M. Goldstein challenges much of what we think we know about the "culture of poverty." Drawing on more than a decade of experience in Brazil, Goldstein provides an intimate portrait of everyday life among the women of the favelas, or urban shantytowns. These women have created absurdist and black-humor storytelling practices in the face of trauma and tragedy. Goldstein helps us to understand that such joking and laughter is part of an emotional aesthetic that defines the sense of frustration and anomie endemic to the political and economic desperation of the shantytown.

REVIEW (from American Ethnological Society): Although laughter may not be as central a theme to the overall work as implied by the book's title, Goldstein demonstrates how humor in the face of unfathomable horrors can serve as a means of empowering her informants. Laughter is a communicative release. It takes the edge off the misery of everyday life for the poor. Laughter in the face of death or rape shows how displays of emotion are not based solely on instincts and hormones but also on complex interactions between environment and behavior in which race, class, and gender are revealed by class-appropriate variations in affect. Within this milieu, laughing at a friend's privation does not express lack of compassion but is a method of coping with the persistent brutality of Brazil's class system. Unlike the popular Brazilian soap operas that dramatize middle-class life, tragedy for shantytown residents is debauched because suffering adversity with solemnity is inane.

8.) Gusterson, Hugh. 1998. *Nuclear Rites: A Weapons Laboratory at the End of the Cold War*. Berkeley: University of California Press.

ABSTRACT: Based on fieldwork at the Lawrence Livermore National Laboratory--the facility that designed the neutron bomb and the warhead for the MX missile--*Nuclear Rites* takes the reader deep inside the top-secret culture of a nuclear weapons lab. Exploring the scientists' world of dark humor, ritualized secrecy, and disciplined emotions, anthropologist Hugh Gusterson uncovers the beliefs and values that animate their work. He discovers that many of the scientists are Christians, deeply convinced of the morality of their work, and a number are liberals who opposed the Vietnam War and the Reagan-Bush agenda. Gusterson also examines the anti-nuclear movement, concluding that the scientists and protesters are alike in surprising ways, with both cultures reflecting the hopes and anxieties of an increasingly threatened middle class. In a lively, wide-ranging account, Gusterson analyzes the ethics and politics of laboratory employees, the effects of security regulations on the scientists' private lives, and the role of nuclear tests--beyond the obvious scientific one--as rituals of initiation and transcendence. He shows how the scientists learn to identify in an almost romantic way with the power of the machines they design--machines they do not fear. In the 1980s the "world behind the fence" was thrown into crisis by massive anti-nuclear protests at the gates of the lab and by the end of the Cold War. Linking the emergence of the anti-nuclear movement to shifting gender roles and the development of postindustrial capitalism, Gusterson concludes that the scientists and protesters are alike in surprising ways, and that both cultures reflect the hopes and anxieties of an increasingly threatened middle class.

REVIEWS: "Reading this fascinating and fairly written book is the best way to understand the moral dilemma that has haunted the inventors of high explosives, from Alfred Nobel to J. Robert Oppenheimer. . . . An anthropologist with a keen sense of humor, Gusterson illuminates this thorough study with poignant details" *San Francisco Chronicle*

"Gusterson provides an unusual and fascinating insight into the more personal, human aspects of how nuclear weapons scientists went about their work; what they thought about; how they reacted to the protests against their work; and how, to some extent, they contributed to that work's demise." *Chemical & Engineering News*

"Gusterson goes inside the top-secret culture of scientists. He analyzes the ethics and politics of laboratory employees, the effects of security regulations on their private lives and the role of nuclear tests as rituals of initiation and transcendence. He also unrolls the dark humor that accompanies their secret work in the relatively isolated community of
 Livermore. *MIT* *Tech* *Talk*

"Presents an ethnographic study of a nuclear weapons laboratory, considering the recent struggle over nuclear weapons policy in Americas as a struggle between different cultural values and political orders."—*Journal of Economic Literature*

9.) Haraway, Donna. 1989. *Primate Visions. Gender, race and nature in the world of modern science*. NY: Routledge.

ABSTRACT: Haraway's discussions of how scientists have perceived the sexual nature of female primates opens a new chapter in feminist theory, raising unsettling questions about models of the family and of heterosexuality in primate research.

REVIEWS: ". . . Haraway's take on the many strands of contemporary feminism is refreshingly acute. . . . "Primate Visions is a genuine tour de force, uniquely combining intellectual history and the sociology of knowledge. It contains enough sheer insight and represents enough hard historical digging to fuel several scholarly careers. We leave the text genuinely enlightened on the changing boundaries between nature and culture, and on our own historical trafficking in these myriad forms of otherness."
—"The Nation, Nov. 1990

10.) Haraway, Donna. 1997. *Modest-Witness@Second-Millennium. FemaleMan-Meets-OncoMouse™: Feminism and technoscience*. NY: Routledge.

ABSTRACT: *Modest_Witness@Second_Millennium.FemaleMan Meets_OncoMouse* explores the roles of stories, figures, dreams, theories, facts, delusions, advertising, institutions, economic arrangements, publishing practices, scientific advances and politics in twentieth-century technoscience. The book's title is an e-mail address. With it, Haraway locates herself and her readers in a sprawling net of associations more far-flung than the Internet. The address is not a cozy home. There is no innocent place to stand in the world where the book's author figure, FemaleMan, encounters DuPont's controversial laboratory rodent, OncoMouse.

REVIEWS: "Donna Haraway writes about science like nobody else. She's exploring new territory, she's drawing new maps, she's onto something--the metaphors come thick and fast. Love her or loathe her, you ignore her at your peril." -- *New Scientist*

"Haraway's "modest witness" is a fascinating figure...in a contribution that is by itself worth the price of the book, Haraway produces a wonderfully thoughtful and complex account of...the interpenetration of biology and capitalism, two central players on the stage of politics...Haraway has produced a volume that richly rewards the hard work and generous literacy it demands of its reader. It is challenging, powerful, and unsettling to comfortable notions worth distressing." -- *Laura Briggs, Sojourner*

11.) Horst, Heather A. & Miller, Daniel. 2006. *The Cell Phone: An Anthropology of Communication*. Oxford: Berg Publishers.

ABSTRACT: The book traces the impact of the cell phone from personal issues of loneliness and depression to the global concerns of the modern economy and the trans-national family. As the technology of social networking, the cell phone has become central to establishing and maintaining relationships in areas from religion to love. *The Cell Phone* presents the first detailed ethnography of the impact of this new technology through the exploration of the cell phone's role in everyday lives.

REVIEW (from American Ethnologist). The call to take wider communication ecologies seriously when assessing the impact of cell phone use is a welcome antidote to more narrowly economic modes of evaluation. Moreover, the rich ethnographic detail and extended quotations in local dialect provide a fresh human touch. At the same time, one of the book's main strengths is also a weakness. The effort to combine a policy-oriented focus from studies of international development with a culturally resonant, finely textured ethnographic sensibility often leads to a disjuncture between two very different styles of writing and analysis, as becomes apparent in the last two chapters. In addition, the emphasis on evaluation also generates a more linear mode of organization than might otherwise be the case. Overall, however, this is an extremely important, fascinating book that sheds critical light on some of the major issues of the day: the prospects for poverty reduction and social well being among low-income populations, the relationship between ICTs and development, and the wider links between technology, culture, and society. Although there have been previous studies of cell phone use in wealthy industrialized countries, this is the first ethnographic study of the cell phone in the developing world. It will be essential reading for scholars and students in the fields of anthropology, sociology, communications, development studies, as well as science and technology studies (STS).

12.) Kunda, Gideon. 2006. *Engineering Culture: Control and Commitment in a High-Tech Corporation*. Philadelphia: Temple University Press.

ABSTRACT - "Engineering Culture" is an award-winning ethnography of the engineering division of a large American high-tech corporation. Now, this influential book - which has been translated into Japanese, Italian and Hebrew - has been revised to bring it up to date. In "Engineering Culture", Gideon Kunda offers a critical analysis of an American company's well-known and widely emulated "corporate culture." Kunda uses detailed descriptions of everyday interactions and rituals in which the culture is brought to life, excerpts from in-depth interviews and a wide variety of corporate texts to vividly portray managerial attempts to design and impose the culture and the ways in which it is experienced by members of the organization. The company's management, Kunda reveals, uses a variety of methods to promulgate what it claims is a non-authoritarian, informal, and flexible work environment that enhances and rewards individual commitment, initiative, and creativity while promoting personal growth. The author

demonstrates, however, that these pervasive efforts mask an elaborate and subtle form of normative control in which the members' minds and hearts become the target of corporate influence. Kunda carefully dissects the impact this form of control has on employees' work behavior and on their sense of self. In the conclusion written especially for this edition, Kunda reviews the company's fortunes in the years that followed publication of the first edition, reevaluates the arguments in the book, and explores the relevance of corporate culture and its management today.

* Culture Section Book Award, American Sociological Association, 1994

* Association of American University Presses Book Jacket Award, 1993

13.) Lewis, David & Mosse, David. 2006. *Development Brokers and Translators: The Ethnography of Aid and Agencies*. Sterling: Kumarian Press.

The success of any international development agency depends on an understanding of the ways in which a community and individuals relate to ideas and resources. David Lewis and David Mosse have brought together a number of anthropologists engaged in development research to show how ethnography can be an indispensable tool for understanding these complex and dynamic relationships.

The world that this ethnography of development reveals does not divide neatly into the developers and the developed, perpetrators and victims, domination and resistance, or the incompatible rationalities of scientific and indigenous knowledge. It is a world in which interests and practices are always hybrids, where the realms of reason and the real world are not neatly separate, and in which rational policy representations frequently conceal the messiness of practice that precedes the ideas and technologies of development.

The wealth of new ideas offered in this collection will be especially valuable to graduate students in anthropology and development studies, but also to undergraduates and those working in development organizations who wish to run more effective operations on every level.

14.) Lois, Jennifer. 2003. *Heroic Efforts: The Emotional Culture of Search and Rescue Volunteers*. NY: New York University Press.

ABSTRACT: Many search and rescue workers voluntarily interrupt their lives when they are called upon to help strangers. They awake in the middle of the night to cover miles of terrain in search of lost hikers or leave work to search potential avalanche zones for missing skiers, snowboarders, and snowmobilers in blizzard conditions. They often put their own lives in danger to rescue stranded, hypothermic kayakers and rafters from rivers.

Drawing on six years of participant observation and in-depth interviews, Jennifer Lois examines the emotional subculture of "Peak," a volunteer mountain-environment search and rescue team. Rescuers were not only confronted by physical dangers, but also by

emotional challenges, including both keeping their own emotions in check during crisis situations, and managing the emotions of others, such as those they were rescuing. Lois examines how rescuers constructed meaning in their lives and defined themselves through their heroic work.

REVIEWS: "Jennifer Lois' outstanding in-depth ethnography of mountain search and rescue teams yields insight not only into the specific heroic culture of rescue workers, but also more generally into that of other risk-takers such as firefighters, police officers, and ER doctors. Lois focuses on the way emotions drive some and impede others, how difficult emotions are handled in crisis situations and released afterwards, and the emotional currency or repayment between heroes and those they rescue. She skillfully shows the way heroism intertwines with masculinity, producing an organizational culture stratified by gender. Finally, she discusses the transference of the hero identity from the group to individual members and their subsequent self-effacement in a culture of false modesty when interacting with their support community." - *University of Colorado at Boulder*

"Lois takes readers inside the social world of search and rescue volunteers, offering sociological insight into topics such as gender, emotions, and identity."- *American Journal of Sociology*

"*Heroic Efforts* began as a dissertation, but ends as one of the best book on emotions I have read in years. If you want a glimpse into the power of really good ethnography and the reason we need both qualitative and quantitative research, this book will provide you with both entertainment and sagacity."- *Contemporary Sociology*

"[Lois] examines how rescuers construct meaning in their lives and define themselves through their risky, demanding work."- *Seattle Times*

15.) McAdam, Doug. 1988. *Freedom Summer*. NY & London: Oxford

ABSTRACT: In June 1964, over one thousand volunteers--most of them white, northern college students--arrived in Mississippi to register black voters and staff "freedom schools" as part of the Freedom Summer campaign organized by the Student Non-Violent Coordinating Committee. Within ten days, three of them were murdered; by the summer's end, another had died and hundreds more had endured bombings, beatings, and arrests. Less dramatically, but no less significantly, the volunteers encountered a "liberating" exposure on America and on themselves to new lifestyles, new political ideologies, and a radically new perspective.

He has produced a riveting portrait of the people, the events, and the era. McAdam discovered that during Freedom Summer, the volunteers' encounters with white supremacist violence and their experiences with interracial relationships, communal

living, and a more open sexuality led many of them to "climb aboard a political and cultural wave just as it was forming and beginning to wash forward." Many became activists in subsequent protests--including the antiwar movement and the feminist movement--and, most significantly, many of them have remained activists to this day.

Brimming with the reminiscences of the Freedom Summer veterans, the book captures the varied motives that compelled them to make the journey south, the terror that came with the explosions of violence, the camaraderie and conflicts they experienced among themselves, and their assorted feelings about the lessons they learned.

16.) M'Charek, Amade. 2005. *The Human Genome Diversity Project: An Ethnography of Scientific Practice*. Cambridge: Cambridge University Press.

ABSTRACT: The Human Genome Diversity Project was an important controversial research program arising from the debates surrounding the mapping of the human genome. This book, based on a detailed ethnographic study of two laboratories involved in the project, explores issues concerning standardization, naturalization and diversity generated in day-to-day work by scientists and technicians.

REVIEWS: "M'Charek offers the reader a fascinating first-hand account of science-in-practice at two of the laboratories involved in the Human Genome Diversity Project, but this is more than just another installment in the now well-established tradition of ethnography in/of the laboratory. ... engagingly written ..." Environment and Planning

17.) Modan, Gabriella Gahlia. 2006. *Turf Wars: Discourse, Diversity, and the Politics of Place*. NJ: Wiley-Blackwell.

ABSTRACT: *Turf Wars: Discourse, Diversity, and the Politics of Place* is the fascinating story of an urban neighborhood undergoing rapid gentrification.

- Explores how members of a multi-ethnic, multi-class Washington, DC, community deploy language to legitimize themselves as community members while discrediting others.
- Discusses such issues as public toilets and public urination, the "morality" of co-ops and condos, and characterizations of "good" girls and "bad" boys.
- Draws on linguistic anthropology and discourse analysis to provide insight into the ways that local activity shapes larger urban social processes.
- Draws also on cultural geography and urban anthropology.

REVIEW: "A highly readable, lively, and unusually accessible work of ethnography that could be the centerpiece of many different kinds of classes from introductory courses in cultural, linguistic, or urban anthropology to graduate seminars in discourse-analytic method. It makes clear the potential of discourse analysis as an ethnographic tool. It is also likely to remain topical for many years, since it lays out with great clarity the fundamental conundrums and contradictions that city dwellers must navigate in the

United States today and captures the discursive practices by which they manage them with great fluency." *Journal of Anthropological Research*

18.) Morrill, Calvin. 1995. *The Executive Way: Conflict Management in Corporations*. Chicago: The University of Chicago Press.

ABSTRACT: What causes conflict among high-level American corporate executives? How do executives manage their conflicts? Based on candid interviews with over two hundred executives and their support personnel, Calvin Morrill provides an intimate portrait of these men and women as they cope with problems usually hidden from those outside their exclusive ranks.

Personal and corporate scandals, compensation battles, budget worries, interdepartmental rivalries, personal enmities, and general rancor are among everyday challenges faced by executives. Morrill shows what most influences the way managers handle routine conflicts are the cultures created by their company's organizational structure: whether there is a strong hierarchy, a weak hierarchy, or an absence of any strong central authority. The issues most likely to cause conflict within corporations Morrill identifies as managerial style, competition between departments, and performance evaluations, promotions, and compensation.

Among the people whose day-to-day lives we get to know are Jacobs, a divisional executive whose intuitive understanding of the corporate hierarchy enables him to topple his incompetent superior without direct confrontation; Fuller, who through a mix of brains, guile, and connections rises from staff executive secretary to corporate vice president in a large bank; Green, an old-fashioned accounting partner in a firm being taken over by management consultants; and the "Princess of Power," "Iron Man," and the "Terminator"—executives fighting their way to the top of a successful entertainment company.

Unprecedented in its direct access to top managers, this portrayal of daily life and conflict management among corporate elites will be of interest to professionals, scholars, and practitioners in organizational culture and behavior, managerial decision making, dispute, social control, law and society, and organizational ethnography.

19.) Mouly, V Suchitra & Sankaran, Jayaram K. 1995. *Organizational Ethnography: An Illustrative Application in the Study of Indian R&D Settings*. New Delhi: Sage Publications.

REVIEW: There are some interesting and novel aspects to this research work.... [A] well researched and well argued study. The section related to doing fieldwork and the do's and don'ts that a researcher needs to adopt are particularly interesting.... The book is

"must" reading for all researchers in the fields of sociology and organization behaviour. The results as applied to public and private R&D settings are interesting since they are derived in a new kind of way. The book is a very useful contribution to the study of the cultures of Indian R & D and business organization." After providing a comprehensive introduction to the concept and methods of ethnographic research, V. Suchitra Mouly and Jayaram K. Sankaran critically evaluate the advantages and disadvantages of survey and ethnographic research methods. They then describe the in-depth, microlevel ethnographic study that they conducted and discuss the various aspects involved in the successful application of ethnographic research methods in the study of a public-sector R&D team in India. Based on their ethnographic analysis, they conclude that centralized administration, excessive bureaucracy, and authoritarianism coupled with professional mediocrity and apathetic superiors can seriously hinder the quality of life and work of an R&D team. --*Management Review*

20.) Notar, Beth E. 2006. *Displacing Desire: travel and popular culture in China*. Honolulu: University of Hawaii Press.

ABSTRACT: Why do millions of people from around the world flock to Dali, a small borderland town in the Himalayan foothills of southwest China? Inspired by representations in popular culture that engender fantasies of the exotic, these tourists, Western and Chinese, journey to Dali, Yunnan, in search of an imagined place where they can indulge their craving for authenticity, display their status in the present, and act out their nostalgia for the past. Based on more than a decade of ethnographic research, Beth Notar explores struggles over place as people in Dali attempt to represent their historical identity and define their future. *Displacing Desire* takes representation into the realm of practice to consider the ways in which those who are represented must contend with their image in popular culture and the material after-effects of representations even decades after their original production. It contributes to an exploration of travel as performance of nostalgia, fantasy, and status. More specifically it contributes to an understanding of the growth of consumer culture in China, examining what China's modernization process and market economy mean for different social actors in their struggles over power and place.

REVIEWS: "Throughout the book, Notar makes thought-provoking points on topics as nostalgia, authenticity, globalization, and ethnicity. . . . An excellent contribution to the anthropology of tourism and to the ethnography of Chinese reform. This engaging and clearly written book will make a useful teaching resource in Chinese society, tourism, and consumption." —*Journal of the Royal Anthropological Institute*

"A well-crafted ethnography that stands on its own as a rich and rewarding discussion of the work of representation and the astonishing touristic materiality of people's geographical imaginations in China today. . . . Timely and worthwhile." —*Pacific Affairs*

“A very interesting book, groundbreaking in its ethnographic exploration of touristic narrative desire in Dali, in China, and perhaps throughout the world.” —*Asian Anthropology*

“In a half-dozen penetrating chapters, anthropologist Notar examines the relationship between cultural representations and physical transformation in this superb ethnography of place. . . . Besides the valuable contribution that this book makes to the literature on representation, popular culture, and tourism, it offers fascinating insights on a growing Chinese consumer society. Highly recommended.” —*Choice*

“[A] sweeping and beautifully rendered account of the tourist discovery and popular imagining of Dali.” — *The China Quarterly* (

Choice magazine voted this book the 2007 academic title of the year.

21.) Scheper-Hughes, Nancy. 1992. *Death without weeping: the violence of everyday life in Brazil*. Berkeley: University of California Press.

ABSTRACT: When lives are dominated by hunger, what becomes of love? When people are assaulted by daily acts of violence and untimely death, what happens to trust? Set in the celebrated parched lands of Northeast Brazil, *Death Without Weeping* is a luminously written, "womanly hearted" account of the everyday experience of scarcity, sickness, and death that centers on the lives of the women and children of a hillside favela. These are the people who inhabit the underside of the once-optimistic Brazilian Economic Miracle and who are being left behind in the shaky transition to democracy. Bringing her readers to the impoverished slopes above the modern plantation town of Bom Jesus da Mata, where she has worked on and off for twenty-five years, Scheper-Hughes follows three generations of shanty-town women as they struggle to survive through hard work, cunning, and triage. It is a story of class relations told at the most basic level of bodies, emotions, desires, and needs. Most disturbing - and controversial - is her finding that mother love, as conventionally understood, is something of a bourgeois myth, a luxury for those who can reasonably expect, as these women cannot, that their infants will live. *Death Without Weeping* is a work of breadth and passion, a nontraditional ethnography charged with political commitment and moral vigor. It spirals outward, taking the reader from the wretched huts of the shantytown into the cane fields and the sugar refinery, the mayor's office and the legal chambers, the clinics and the hospitals, the police headquarters and the public morgue, and finally, the municipal grave-yard of Bom Jesus. Ethnography and literary sensibility merge to capture the "mundane surrealism" of life in Bom Jesus da Mata. With resonances of such anthropological classics as the writings of Oscar Lewis, *Death Without Weeping* is a tour de force that will be discussed and debated for many years to come.

REVIEWS: "Makes a case for ethnography as an art form. . . . A compelling, if deeply disturbing, account of women in a Brazilian shantytown."—*New York Times Book Review*

"Hauntingly beautiful. . . . [The] richly detailed qualitative analysis has thoroughly convinced this reader, at least, of her arguments linking maternal behavior and child death."—*American Anthropologist*

22.) Scheper-Hughes, Nancy. 2001. *Scholars, Saints and Schizophrenics*. Berkeley: University of California Press.

ABSTRACT: When *Saints, Scholars, and Schizophrenics* was published twenty years ago, it became an instant classic—a beautifully written study tracing the social disintegration of "Ballybran," a small village on the Dingle Peninsula in Ireland. In this richly detailed and sympathetic book, Nancy Scheper-Hughes explores the symptoms of the community's decline: emigration, malaise, unwanted celibacy, damaging patterns of childrearing, fear of intimacy, suicide, and schizophrenia. Following a recent return to "Ballybran," Scheper-Hughes reflects in a new preface and epilogue on the well-being of the community and on her attempts to reconcile her responsibility to honest ethnography with respect for the people who shared their homes and their secrets with her.

REVIEWS: This firsthand study of social conditions in the rural west, the most Irish part of Ireland, shows us a melancholy people, almost beyond desperation, isolated by vast social and economic changes. And if Scheper-Hughes started as an observer she ended up as a keener; lamenting a land which had lost its soul. . . . An important book."—Ray Murphy, *The Boston Globe*

"[Scheper-Hughes] draws you after her, nodding in recognition, as she dissects and holds up to the light. She is a skillful pathologist of human nature and a strikingly good writer."—Micheal Viney, *The Irish Times*

23.) Shankar, Shalini. 2008. *Desi Land*. Durham: Duke University Press.

ABSTRACT: *Desi Land* is Shalini Shankar's lively ethnographic account of South Asian American teen culture during the Silicon Valley dot-com boom. Shankar focuses on how South Asian Americans, or "Desis," define and manage what it means to be successful in a place brimming with the promise of technology. Between 1999 and 2001 Shankar spent many months "kickin' it" with Desi teenagers at three Silicon Valley high schools, and she has since followed the lives and stories of these teens. The diverse high-school students who populate *Desi Land* are Muslims, Hindus, Christians, and Sikhs from South Asia and other locations; they include first- to fourth-generation immigrants whose parents' careers vary from assembly-line workers to engineers and CEOs. By

analyzing how Desi teens' conceptions and realization of success are influenced by community values, cultural practices, language use, and material culture, she offers a nuanced portrait of diasporic formations in a transforming urban region.

Whether discussing instant messaging or arranged marriages, Desi bling or the pressures of the model minority myth, Shankar foregrounds the teens' voices, perspectives, and stories. She investigates how Desi teens interact with dialogue and songs from Bollywood films as well as how they use their heritage language in ways that inform local meanings of ethnicity while they also connect to a broader South Asian diasporic consciousness. She analyzes how teens negotiate rules about dating and reconcile them with their longer-term desire to become adult members of their communities. In *Desi Land* Shankar not only shows how Desi teens of different socioeconomic backgrounds are differently able to succeed in Silicon Valley schools and economies but also how such variance affects meanings of race, class, and community for South Asian Americans.

REVIEWS: Reviewer Rajesh C. Oza praises Shankar for making her scholarship accessible to a general audience: "Magic happens when a work from academia transcends the straitjacket of social science jargon and floats across the page like literature: the characters are given life; the setting is vividly rendered; and the dialogue is memorably fresh. Shalini Shankar pulls her rabbit out of the Silicon Valley hat she calls *Desi Land*." Oza particularly likes Shankar's analysis of the slang Desi teens use, and finishes the review with this: "Although Shankar, herself a desi, may not make hella bank from this book, and probably won't be able to acquire much bling from its royalties, she sure seemed to have been kickin' it in the open and on the DL. It's really tight that she didn't just write about the FOBulous kids, but also the FOBby and geeky ones." *India Currents*

24.) Traweek, Sharon. 1998. *Beamtimes and Lifetimes. The world of high energy physicists*. Cambridge, MA. Harvard University Press.

ABSTRACT: The unique breed of particle physicists constitutes a community of sophisticated mythmakers--explicators of the nature of matter who forever alter our views of space and time. But who are these people? What is their world really like? Sharon Traweek, a bold and original observer of culture, opens the door to this unusual domain and offers us a glimpse into the inner sanctum.

REVIEWS: "Traweek's account successfully captures much of the flavour of the high-energy physicist's way of life...They aspire to reveal the immutable, everlasting laws governing the evolution of the universe 'outside human space and time' yet the physicist themselves, only brief visitors to this world, are all too human, children of their cultures in their pride and frailties." -- John Mulvey , Times Higher Education Supplement

25.) Tsing, Anna Lowenhaupt. 2004. *Friction: An Ethnography of Global Connection*. Princeton: Princeton University Press.

ABSTRACT: A wheel turns because of its encounter with the surface of the road; spinning in the air it goes nowhere. Rubbing two sticks together produces heat and light; one stick alone is just a stick. In both cases, it is friction that produces movement, action, effect. Challenging the widespread view that globalization invariably signifies a "clash" of cultures, anthropologist Anna Tsing here develops friction in its place as a metaphor for the diverse and conflicting social interactions that make up our contemporary world.

She focuses on one particular "zone of awkward engagement"--the rainforests of Indonesia--where in the 1980s and the 1990s capitalist interests increasingly reshaped the landscape not so much through corporate design as through awkward chains of legal and illegal entrepreneurs that wrested the land from previous claimants, creating resources for distant markets. In response, environmental movements arose to defend the rainforests and the communities of people who live in them. Not confined to a village, a province, or a nation, the social drama of the Indonesian rainforest includes local and national environmentalists, international science, North American investors, advocates for Brazilian rubber tappers, UN funding agencies, mountaineers, village elders, and urban students, among others--all combining in unpredictable, messy misunderstandings, but misunderstandings that sometimes work out. Providing a portfolio of methods to study global interconnections, Tsing shows how curious and creative cultural differences are in the grip of worldly encounter, and how much is overlooked in contemporary theories of the global.

REVIEWS: "*Friction* is an original, nuanced, and elegant work of ethnography and a significant contribution to the areas of globalization; environment and natural resource wars; the politics of indigenous peoples, NGOs, and development; and the sociology of expert versus local knowledge."-- *American Journal of Sociology*

"By providing generous anecdotes and personal reflections amid more complex, insightful political commentary and social theory, [Tsing] achieves a writing style that is both pleasurable and informative."-- *Environment & Planning*

*Co-winner of the 2005 Senior Book Prize, American Ethnological Association.

26.) Williams, Melvin D. 2002. *The Ethnography of an Anthropology Department (1959-1979): An Academic Village*. Lewiston: Edwin Mellen Press.

ABSTRACT: This volume traces the history and development of anthropology at Pillar University. It documents the era and the general university priorities that led to the rise of the department, describes the people who made the decisions and why, who executed them and who were affected by them. It examines the behavioural dynamics of contemporary American society and especially cultural dialogue between race, class and gender.

Other Resources

Lakoff, George and Mark Johnson. 1980. *Metaphors we live by*. Chicago: University of Chicago Press.

Strauss, Anselm and Juliet Corbin. 1998. *Basics of qualitative research: techniques and procedures for developing grounded theory*. Thousand Oaks, CA: Sage Publications.

Weis, Lois and Michelle Fine. 2000. *Speed bumps: A student-friendly guide to qualitative research*. New York and London: Teachers College Press.

GUIDE FOR ANALYSIS OF READINGS

What is the problem the research address?

What does the author do to convince of us the importance of the problem?

Does it pass the “so what?” test?

How are theory and literature used?

What theory is specified? How does it the address the problem?

How is theory deployed in terms of prediction, explanation, interpretation? In other words, how is it used to guide the ways in which the author approaches her problem?

What literature(s) are used to frame the problem and illuminate the theory? Why and how are these literatures selected?

How and why does the author decide on what to look at to address her problem?

How does the author decide on research site, case and/or sample?

How does the site, case and/or sample contribute to addressing her problem?

What qualitative techniques does the author use?

What types of data are used as evidence (interviews, observations, documents)?
If one type is used, why? What would combinations of these techniques yield?
What would a quantitative approach bring to the problem?

How is the data gathered? How do we know it's trustworthy and complete?

What systematic procedures are used to approach the data?

How are coding categories developed?

How rigorously are the categories applied?

How does the author develop his/her analysis?

Linguistic analysis: metaphors, symbol

Thematic analysis

Cultural analysis

Narrative analysis

Deconstruction

Combinations of all of above

Given that most authors have much more data than they present in their analysis, how do they select the material that they present?

Insightful stories?

Events?

Annual (or other) cycles?

Rituals?

Turning points?

A day in the life?

How does the author move from descriptive data analysis to conceptual analysis?

How does the author move from seeing and recording students' poor performance in school to the concept of "reproduction"?

How does the author move from seeing students and teachers doing mechanical, repetitive tasks in moderately well managed, boring classrooms to the idea that they have entered into a "silent social contract" in which the students (overtly) behave in return for low teacher demands?

How does the author move from observing students being counseled to the concept of "cooling out"?

How does the author develop a line of argument or a compelling story?

Do the codes, qualitative techniques, and conceptualization fit into the line of argument or story? Does the argument or story address the theory and the problem? What techniques does the scholar use to make us follow her line of argument? Can we see points at which authors make intuitive and imaginative leaps? If so, how do they convince us their approach is legitimate?

What are the strengths of the author's approach to the problem?

What are the weaknesses?

