

Chapter 10 Weblinks

The weblinks below are all given in the chapter. You will find them helpful in relation to ethnographic research and in relation to observation studies. As explained in the chapter, observation as a data gathering method is a traditional method in observation research. Observation is now used widely in research projects using almost all research methodologies. The final weblink below is the weblink for The Mass Observation Archive. As explained in the chapter, mass observation was a popular research methodology, particularly in the UK, in the mid twentieth century.

Anderson, K, (2009), 'Ethnographic Research: A Key to Strategy',
<http://hbr.org/2009/03/ethnographic-research-a-key-to-strategy/ar/1>

Colorado State University, Writing Guide: Ethnography, Observational Research,
and Narrative Inquiry
<http://writing.colstate.edu/guides/research/observe/>

Ethnographic Research, Inc
www.ethnographic-research.com

The University of Pennsylvania, 'How to Do Ethnographic Research: A Simplified
Guide'
www.sas.upenn.edu/anthro/anthro/cpiamethods

The Mass Observation Archive, The Library, University of Sussex,
www.massobs.org.uk