Title: Fieldwork and Ethnography

Title Slide

Narrator: In this presentation, you will learn about fieldwork and ethnography. But before we get into that, let’s do a quick review.

Slide 2

Title: Let’s Review

Slide content:
Image: Collage of images seen in previous AVPs (Boy Scouts in a parade, girl on stage (view from behind), wolf, turtle, rabbit, people around a campfire telling ghost stories, cheerleaders, and two girls opening packages on Christmas.

Narrator: So far in this course we have learned a lot about folklore. We have talked about groups and how they form. We have looked at how traditions and rituals are a part of these groups and help in communicating within and outside the group of what is important to them – their beliefs. We have even looked into some approaches used to interpret and understand folklore, such as the functional approach or the analysis of structure approach. But where and how do we get such information? This module will answer that question.

Slide 3

Title: How We Learn About Others

Slide content:
Image: Laptop, notepad, pen, and books on a desk.

Narrator: In this module, we will find out how folklorists go about gathering information about different groups and their traditions and rituals. Now when you think about research, you probably first envision going to the library or online to search and gather information about your topic. While that is what folklorists do as well, they take an extra step of actually going into the field and observing firsthand groups of people they want to learn more about. This is known as ethnography – the process of studying and learning about people.

Slide 4

Title: Ethnography

Slide content:
Image: Collage with a group of people in the background, with a photographer with camera and "Waiver & Release" form with pen in the foreground.

Narrator: You will learn about the process of ethnography and how it is done. First you will learn about the nuts and bolts of fieldwork – such as doing your background research, identifying what tools you will need in the field, and even the type of questions to be asked. You will also need to carefully decide what your role will be in the field. Will you be an outsider just observing? Or will you be more of an insider, and possibly interacting with the group?

Slide 5

Title: The Role of the Consultant
**Narrator:** A key facet of ethnography is that of the consultant. This is referred to a great deal in this module. When a folklorist goes out into the field, especially to observe a group they have never interacted with, it is important to have someone as a mediator or liaison to help assist with the observations, interviews, or just to be there to answer questions about what is being observed. The consultant is typically a member of the group being studied, so he or she has insights and understandings about the group that the folklorist does not.

**Slide 6**

**Title:** Building Rapport

**Narrator:** It is also important for the folklorist to build a good rapport with the consultant. By rapport, I mean building a relationship of trust between two people. A good way to do this is through reciprocal ethnography. This is where the folklorist creates a draft of his or her observations of the study and shares it with the consultant for his or her feedback. This collaboration allows the consultant an opportunity to critique what the folklorist has written based on observations and interactions with the group.

**Slide 7**

End of presentation.