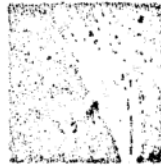


# A Global Outlook on Ethnography

Edited by **Lillian Harper**

Sondersammelgebiet  
Volks- & Völkerkunde  
in Zusammenarbeit mit der DFG



 LANRYE  
INTERNATIONAL

New Jersey

# Contents

---

	<b>Preface</b>	<b>VII</b>
Chapter 1	<b>Ethnography: An Introduction to Definition and Method</b> Loshini Naidoo	<b>1</b>
Chapter 2	<b>A Service Value Creation Model and the Role of Ethnography</b> Michitaka Kosaka	<b>9</b>
Chapter 3	<b>Accessing Material Culture by Following Intermediary Objects</b> Dominique Vinck	<b>31</b>
Chapter 4	<b>Ethnographic Field Notes and Reflexivity</b> Päivi Eriksson, Elina Henttonen and Susan Meriläinen	<b>51</b>
Chapter 5	<b>Natural Interactions in Artificial Situations: Focus Groups as an Active Social Experiment</b> Jakob Demant	<b>65</b>
Chapter 6	<b>Beginning with the Self to Critique the Social: Critical Researchers as Whole Beings</b> Nancy Taber	<b>81</b>
Chapter 7	<b>Event Focused Fieldwork and Comparative Methodology: Exploring Ethnic Boundaries and Cultural Variation</b> Gunnar Haaland	<b>97</b>
Chapter 8	<b>Food and Nutrition in Embera Indigenous People</b> Javier Rosique, Aida Gálvez, María Teresa Restrepo, Luz Mariela Manjarrés and Erika Valencia	<b>131</b>

Chapter 9	<b>From Gambits to Case Data</b> Keith V. Bletzer	157
Chapter 10	<b>Syntax Development: The Relevance of Realistic Methods</b> Maria Luisa Silva	189
Chapter 11	<b>Informal Learning Amongst Pediatric Rehabilitation Teams - An Ethnography of Tea-Room Talk</b> Cynthia Hunter and Adam Scheinberg	209
Chapter 12	<b>Written Reminiscences and Media Ethnography: Television Creating Worldview</b> Jukka Kortti	223
Chapter 13	<b>Digital Auratic Reproducibility: Ubiquitous Ethnographies and Communicational Metropolis</b> Massimo Canevacci	243
Chapter 14	<b>Visual Mapping of Clinical Procedures Using Ethnographic Techniques in Medical Device Design</b> Mary Beth Privitera, Todd Abruzzo and Andrew Ringer	261

**Permissions**

**List of Contributors**