

# WHEN SELF MEETS OTHER...



## Qualitative Methodologies: **Auto/ethnography**

Dr Lily Taylor – Guest Lecture Universitas Negeri Surabaya – 22 September 2022

# Ethnographic Methodologies : when you want to learn about a social/cultural phenomenon in great depth



[https://ssir.org/articles/entry/self\\_inquiry\\_for\\_social\\_change\\_leaders](https://ssir.org/articles/entry/self_inquiry_for_social_change_leaders)

Self



<http://lauralacatis.com/bringing-out-the-best-in-others/>

Others

What if you want to learn about how a phenomenon manifests within yourself in great depth?



[https://ssir.org/articles/entry/self\\_inquiry\\_for\\_social\\_change\\_leaders](https://ssir.org/articles/entry/self_inquiry_for_social_change_leaders)

Self

# Focus on Self: Greek: Autoethnography



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## Self

- from the Greek: Auto = Self
- *graphein*: to write or to draw....to describe
- Goal is **UNDERSTAND** Self

# Autoethnography



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## Self

- own cultural or professional practice
- personal, professional and cultural values
- own professional/cultural roles and background
- critical self-reflection, writing as inquiry, narrative analysis
- Examples: e.g., Dr Neni Mariana's doctoral study

What if you want to learn about a phenomenon within a group of people in great depth?



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Others

# Focus on Others: Ethnography



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## Others

- from the Greek: *ethnos* means people
- *graphein*: to write or to draw....to describe
- GOAL is to **UNDERSTAND** others

# Focus on Others: Ethnography



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## Others

- cultural or professional practices within a group
- personal, professional and cultural values within a group
- professional/cultural roles and backgrounds of group members



# Recent Example: Sylivester Buyobe PhD Thesis

- Title: Girls and secondary education opportunities in rural Tanzania: **Men's influences** on equity in education in the Magu district



# Obstacles to secondary girls education in Tanzania



<https://www.facebook.com/ahirdtzforthevoiceless/>



<https://www.facebook.com/ahirdtzforthevoiceless/>

<https://www.thecitizen.co.tz/News/Water-shortage-hits-Kisesa-residents-in-Magu-District/1840340-4060728-67ipkmz/index.html>

# Research Strategies

- **Participant observation** - living with families
- **Interviews** with village elders and leaders (men)
- **Interviews** with fathers of daughters of secondary age
- **Interviews** with school administrators & teachers (men)
- **Document analysis:** school policies, legal documents, etc.

# Buyobe's big advantage

- is a man
- is a teacher
- belongs to the tribal community he was researching
- has invaluable knowledge as a **cultural insider**



<https://www.youtube.com/watch?v=d2n0GBSbfdA>

## **Buyobe's great challenges as ethnographer and as a cultural insider?**

- what is he going to do about his own subjectivity?
- how is he going to reconcile how his own beliefs 'colour' his research of his own community?

# What if you want to learn about a phenomenon within a group of people and within yourself in great depth?



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Self



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Others

# Focus on Self and Others: Auto/ethnography

- The ‘/’ is where the Self of the researcher meets the Selves of the researched.
- The researcher’s subjective reality is as important as the subjective realities of the participants

# Research Strategies

- Critical self reflection
- Writing as inquiry
- Interviews
- Participant observation
- (if appropriate) Document analysis



<https://fireballacademy.mcmaster.ca/for-students/engagement-experience/undergraduate-research>



# **Auto/ethnography – Example Dr Karla Nunes Penna**

- UNESCO-sponsored cultural heritage training programs in North-Eastern Brazil
- investigated reasons for actual shortcomings in the programs despite glowing reports
- program manager and professor in these programs – cultural insider

# Issues



- UNESCO World Heritage Sites
- restoring colonial infrastructure
- poverty
- corruption
- toxic politics

# How do you analyse data in ethnography and auto/ethnography

- **Auto**: Writing as Inquiry – Critical self reflection – Narrative analysis
- **Ethnography**: Interpretive Grounded Theory  
Analysis: Thematic analysis (Coding) of interview and observation data

# Red flags in auto/ethnographic research

- the auto/ethnographer privileges his/her own story exclusively
- ethnographer forgets to check interpretations of the data of others with participants
- privileges his/her beliefs over those of the participants
- the researcher questions the trustworthiness of the participants

# Research Quality & Ethics

- How do I represent other people truthfully?

## Crisis of Representation

- How do I ensure that my research is trustworthy and authentic?

## Crisis of Legitimation



# Many, many good books on:

- ethnography
- autoethnography
- auto/ethnography
- thematic analysis



**THANK YOU!**

# References - Images

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