



# Applied Ethnography: Guidelines for Field Research (Developing Qualitative Inquiry)

*Pertti J Peltö*

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This comprehensive, engaging guide to applied research distills the expertise of the distinguished ethnographer and methodologist Pertti Pelto over his acclaimed 50-year career. Having written the first major text promoting mixed qualitative and quantitative methods in applied ethnography in the 1970s, Pelto now synthesizes decades of innovation, including examples from around the world that illustrate how specific methods yield immediate results for addressing social problems. Ideal for researchers, students, training programs, and technical assistance projects, this thorough text covers the key topics and skills required: gaining entry, recording and organizing field data, a host of specialized techniques, integrating qualitative and quantitative methods, building and training research teams, rapid assessment and focused ethnographic studies, short- and long-term ethnography, writing up results, non-Western perspectives on research, and more.



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