

Ethnography is "devoted to describing ways of life of human kind...a social scientific description of a people and the cultural basis of their peoplehood" (Vidich and Lyman 2000: 38)



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"The importance of understanding culture, especially in relation to change efforts of all kinds, is the corner stone of 'applied ethnography' as it has emerged in modern society (Chambers 2000).

[ethnography](#)

Vidich, Arthur J. and Standford M. Lyman. 2000. "Qualitative Methods: Their History in Sociology and Anthropology" Pp. 37-84 in *Handbook of Qualitative Research*. 2d ed., edited by Norman K. Denzin and Yvonna S. Lincoln. Thousand Oaks, CA: Sage.

Chambers, Erve. 2000. "Applied Ethnography." Pp. 851-69 in *Handbook of Qualitative Research*. 2d ed., edited by Norman K. Denzin and Yvonna S. Lincoln. Thousand Oaks, CA: Sage.

