

Table 2. Summary of Research Methods in the Ethnographically Informed Community and Cultural Assessment Research Systems (EICCARS) Multi-Method Toolkit

<p>A. Classical/Basic Ethnographic Methods</p>	<ol style="list-style-type: none"> 1. <i>Secondary Data Analysis</i> including websites and other databases, project reports and other types of documents, archival data, and more popular data sources such as fiction and non-fiction print texts (e.g. newspapers, books, blogs and other electronic sources), existing maps and other formats showing the spatial distribution of objects within a cultural or community system, as well as existing audio-visual records. 2. <i>Fieldwork</i>, or spending some time within significant social settings of those being studied, is at the core of what may be considered ethnography, and as such is that attribute that distinguishes ethnography from other research methods that define themselves as qualitative. 3. A Variety of <i>Observation and Participant Observation</i> Methods customized for the study of different community/cultural systems, including <i>descriptive “windshield”</i> and <i>“walking tours,”</i> and participation in various study community/cultural based activities and events. 4. A Variety of <i>Interview Methods</i>, both <i>individual</i> (informal, conversational, ethno-semantic/domain analysis, semi-structured, “Key Community/Cultural Experts,” structured and survey), and <i>group</i> (including focus groups). 5. Methods for the <i>Interpretation and Analysis of EICCARS</i> data sets, including <i>integrated data analysis</i>, and the development of <i>Rich Ethnographic Case Studies</i>.
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**B. Complementary
Ethnographic
Methods
Particularly
Useful in
Applied Work**

1. Selection of EICCARS Topic(s) to be studied (e.g., housing, HIV/AIDS, diet, etc.).
2. Selection of Community Profiles (economic, demographic, educational, etc.), or other units of analysis to be studied.
3. Development of an *EICCARS Research Design*.
4. The Use of *Mapping Technologies*, such as Geographic Information Systems, to study the spatial distributions of various objects of interest within community/cultural systems, and the perceptions of the members of those systems regarding such distributions.
5. The Use of *Audio* (Taping) and *Visual* (Photography, film, etc.) Methods for recording and eliciting community/cultural systems data.
6. Strategies for training members of the target or client cultural systems (communities, organizations, etc.) in EICCARS methods so that they can carry out EICCARS studies to inform their own or their systems' future project ideas.
7. Methods of *Team Approaches in Ethnography* including technically trained persons from outside of the system that is the focus of research (*Cultural Outsiders*) and members of that system (*Cultural Insiders*).
8. *Computerized Data Storage and Retrieval Systems*
9. Methods for the *Development of Data Collection/Recording Instruments* and Other Materials in the use of all the methods outlined above.

C. The Ethnographic Analysis of Human Settings and Other Socio-Cultural Categories Utilizing the Cultural Systems Paradigm (CSP)

1. The Ethnographic Study of Various Types of *Social Systems* (total societies, local communities, physical or virtual, ethnic or tribal groups, household, family, and kinship systems, organizations and institutions, etc.).
2. The Ethnographic Study of Temporary *Social Events* (e.g., holidays and festive occasions, rites of passage events such as weddings, funerals, etc.), *Social Activities* within events (e.g. the rehearsal dinner in a wedding, or the wake as part of a funerary event), and *Social Settings* (e.g. meetings, street corner settings, night clubs, places of worship etc.)
3. The Ethnographic Study of *Physical* (Natural and Human Built) and *Social Environments*
4. The Ethnographic Study of Select Behavioral Patterns (*behavioral acts* as the smallest units of behavior, *activities* as linked acts, and *events* as linked activities).
5. The Ethnographic Study of *Ideational* or *Meaning Systems* (Cognitive Constructs as found in *Knowledge, Attitudes, Beliefs, Values, and Other Interpretive Frameworks*)
6. The Ethnographic Study of Expressive Culture (Cognitions expressed through such productions as language, music dance, verbal narratives, "talk," art, non-verbal expressions, and other significant symbolisms).
7. The Ethnographic Study of Material Culture (human produced material products such as objects, technology, artifacts, etc.)
8. The Ethnographic Study of Select *Human Needs*, such as: (a) *Organic* or *Biological Needs* (e.g. food, water, oxygen, shelter, health care, sanitary waste elimination, and reproduction) (b) *Instrumental* or *Social Needs* (i.e., economic, educational, governance [i.e. political, legal, security], communication & transportation, and space); and (c) *Existential* or *Cultural Needs* including *Ontological, Affective* (e.g., self and group identity, need to be loved or liked, and need for social status), *Cosmological, Spiritual, Community/Communal*.