

Applied Ethnographic Research Design Logic Model¹

Because of space considerations, this matrix is not for filling in, but for generating design components. Worksheets are used for recording ideas. Brainstorm down the left column, and then across the matrix. There will be some repetition.

General Research Questions ²	Specific Research Questions ³	General Methods ⁴	General Tasks ⁵	Specific Tasks ⁶	Assignments for each specific task	Timelines for each specific task	Outcomes or Products
1.							
2.							
3.							
4.							
5. (Continue rows as needed)							

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² Ask the program development team ‘what do you think we want to know from the ethnography?’

³ More specific questions associated with each general question. These questions should be informed by literature review and theoretical perspectives to be applied to the research issues being addressed. These questions can be further explored through the categories of the Cultural Systems Paradigm (the CSP) or the profiles of the Ethnographically Informed Community and Cultural Research Systems (EICCARS) that you think are most relevant to client’s research questions by the indicators of the profile listed. Then continue to brainstorm further questions.

⁴ List methods for answering specific or general questions (i.e., tours, focus groups, conversational and other informal interviews, key expert interviews, etc.).

⁵ General Tasks include such items associated with each method, such as Instrumentation Development, Preparation for Data Collection, Data Collection, Data Management, Data Analysis, and Report Production.

⁶ Each small task associated with each general task (e.g., in Preparation for Focus Group Data Collection, consideration should be given to various items such as identification and recruitment of Focus Group participants, to participants need transportation, preparation of audio equipment, development of FGI guide and other protocol, make up of moderator team (moderator, observer, audiovisual equipment manager, etc.) .