

Pre-Lecture Activity

Instructor: Ee Lin Lee
COMM 398

Your name: _____

COMM 398 Pre-Lecture Activity: Ethnography

Instructions. Read Gerry Philipsen's (1975) Speaking "Like a Man" in Teamsterville: Culture Patterns of Role Enactment in an Urban Neighborhood. Then, answer the following questions. Specifically, write in full sentences (grammar, punctuation, and clarity count) and in scholarly voice taught in the "Reading and analyzing journal articles" exercise. Use appropriate line spacing. Questions marked with an asterisk (*) at the start are those that you need only brief notes. Be sure to **highlight, explain, and apply** 5 key terms from Chapter 13 of the textbook. Type, print, staple, and submit your work in hardcopy.

1. Describe and explain the purpose of the study.
2. The methodology of the study is:
 Quantitative Qualitative Triangulation
 - a. Explain your answer selection in item #2 above; discuss the research method(s) used.
3. *The function(s) of the study is (are):
 Causal/functional Exploratory Descriptive Understanding
 - a. Explain your answer selection in item #3 above; discuss the research method(s) used.
4. *Briefly explain the theoretical framework used in the study.
5. Briefly describe the specifics of the sample (i.e., the parameters for inclusion and/or exclusion in the sample). What is the sample size? Critique if the sample size was appropriate.
6. What sampling technique(s) was (were) applied? Explain your answer.
 - a. Maximum-variation
 - b. Typical case
 - c. Snowball
 - d. Theoretical construct
 - e. Critical case
 - f. Convenience
7. *Was consent used in the study? Yes No
 - a. If yes, the consent provided is:
 - i. Implied consent

- ii. Informed consent
- iii. Child assent

b. If no, did the researcher provide a justification? Describe.

8. *What type of protection was offered to the participants?

a. Anonymity:

i. Explain how so: _____

b. Confidentiality

i. Explain how so: _____

9. Summarize the findings of the study in 5-7 bulleted points.

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10. *What are the contributions of the study to the communication discipline? Write 2-3 main points.

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11. *Analyze the design of the study from research methods standpoint (i.e., data collection, sampling, sample composition, trustworthiness issues, etc.). Discuss 2 main possible limitations of the study's design.

a. Possible limitation #1: _____

b. Possible limitation #2: _____

12. Conduct an online search pertaining to Gerry Philipsen's academic background; focus on his research endeavor. Summarize in 5-7 sentences. Be sure to credit your source(s).