



Researcher Michael Montoya couples ethnographic research with community action to combat health issues linked to poverty and poor diets. Photo by Daniel Anderson, University Communications.

# CENTER FOR ETHNOGRAPHY

## INVESTIGATE

Ethnography is a research method scholars use to understand local cultures, populations and communities. Ethnography can involve face-to-face interviews, group observations and/or one-on-one interactions with others in order to understand local conditions of life.

UCI's Center for Ethnography brings together in discussion scholars who use these research methods in formal study.

## INNOVATE

Ethnography was designed for work in local, small, enclosed communities. Technology has changed this dynamic. The center is innovating the field of ethnography to account for and study these new large network phenomena.

## IMPACT

The center includes 34 faculty, 12 UC faculty affiliates and 18 graduate students who use ethnographic research methods in business, engineering, information systems, health, humanities, politics, and science.

The center sponsors workshops, a discussion series and graduate student funding for projects that utilize ethnographic research methods. Center scholars pursue studies such as how new market entrants use technology, how populations are impacted by government policies and how communities unite and restructure in the wake of disaster. Their research findings help us understand how new policies and systems can be designed to more positively impact populations.

## MAKE A DIFFERENCE

A gift to ethnography has the power to transform individuals and communities and truly make a difference. Contact us today or visit us online at [www.socsci.uci.edu](http://www.socsci.uci.edu) to learn how past donations have helped fund our future leaders.