



The Ethnographic Interview

By James P. Spradley



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A must-read classic for anyone—academic ethnographers to market researchers—involved with data collection from individual human beings. The Ethnographic Interview is a practical, self-teaching handbook that guides readers step-by-step through interview techniques commonly used to research ethnography and culture. The text also shows how to analyze collected data and how to write an ethnography. Appendices include research questions and writing tasks.

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Editorial Review

Review

"I discovered this book when confronted with the task of teaching students how to do what I had learned through years of immersive fieldwork. Jim Spradley was a man ahead of his time who cracked this problem of how to efficiently and effectively train people in doing ethnography. It's not the only book on my shelf, but it is the one I turn to when I am consulting for the CDC or the UN and need to justify to non-anthropologists how and why I do what I do." --Dianna J. Shandy, Macalester College

"Outstanding resource. I was very happy to see it back in print." --Margaret Bull, Marquette University

"Thank you for bringing back a great book at a more affordable price." --Pamela Blakely, Reading Area Community College

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Steven Ward:

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