

IF YOU LIKE THIS EVENT,
YOU MIGHT BE INTERESTED IN...



If we want to disrupt the status quo, what kind of leadership is called for? What are our scripts, beliefs, and fears? Join us for a brown bag lunch and conversation. Stay or join us for a post-lunch reflective walk, where we'll contemplate when it is time to let go of old practices to make room for new ones. For leaders at all levels.

Social change requires behaviour change - at scale. How do we enable people to shift what they think, say, and do? Learn about and apply our favorite theories to real life scenarios. For policymakers, funders and designers.

Wednesday, June 21, 2017
9:00am-10:30am
by Sarah Schulman

Wed, June 21, 2017
LUNCH / 12:30-2pm
WALK / 2pm-3:30pm
by: Jennifer Charlesworth

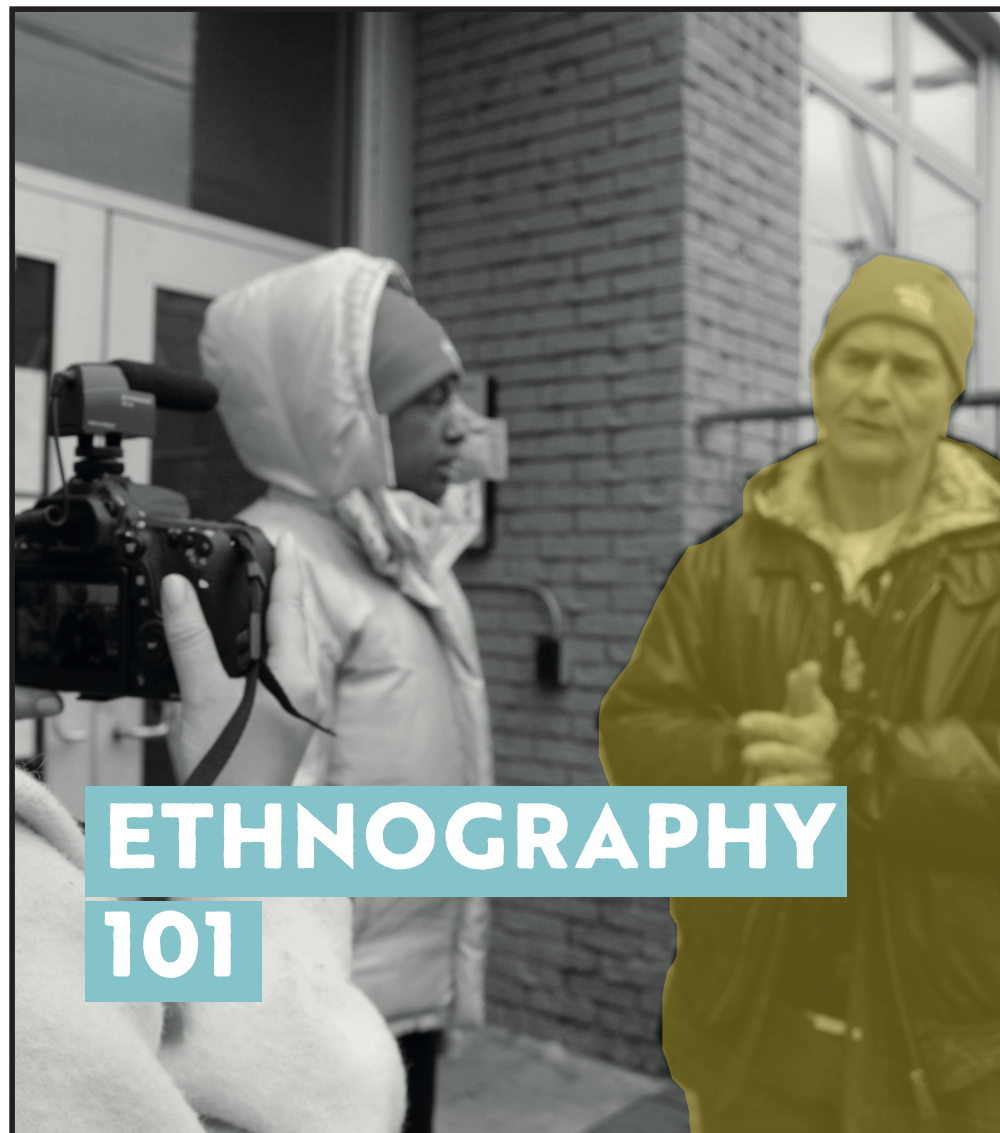


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LEARNING BILL

June 20, 2017



Data

Design

Humanities & Social science

Social Service Practice

Leadership

ETHNOGRAPHY 101

You can't get to new ideas without new insights. Spend a day learning how ethnographic methods lead to fresh insights. Find out how to pronounce the word, read & watch ethnographic stories, practice observing & listening, and get a taste of moving from insights to ideas.

LEARNING SESSION GOALS

1. How to think about concepts through the lens of qualitative data, vs quantitative data
2. Learn methods and tools for ethnographic data collection
3. To look for opportunities in the data and pull out insights you can work with

CAST



dr Sarah Schulman

Sociologist and InWithForward's social impact lead.



dr Daniela Kraemer

Anthropologist and InWithForward's lead ethnographer.

SCENES

Scene I: Thick Description

Scene II: Add Method

Scene III: Draw Insights

KEY CONCEPTS, FRAMEWORKS, DEFINITIONS

Ethnography - a description of the behaviours, practices, attitudes and everyday lived experience of individual people and their cultures, from the point of view of the subject of the study.

Construct - An idea or theory, typically considered to be subjective and not based on empirical evidence.

Artifact - An item of cultural or personal interest, that says something about the person who has collected it.

Tool - Researchers use a variety of tools to help with data collection such as research notebooks, journey maps, network diagrams, examples from literature, cameras, voice recorders.

Method - A particular 'lens' through which one approaches something.

Data - Raw elements that can be abstracted from any phenomena.

FURTHER FOOD FOR THOUGHT

Writing Ethnographic Fieldnotes by R.M. Emerson, R.I. Fretz and L.L. Shaw

Culture and Poverty: Critique and counter-proposals by C.A. Valentine

Field notes: A guided Journal for Doing Anthropology by L.A. Vivanco

Organizational Ethnography: Studying the Complexities of Everyday Life by S.Ybema, D. Yanow, H.Wells, F. Kamsteeg.

SOUNDTRACK

A Day in the life - The Beatles