

Connecting Micro and Macro through Ethnography

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Friday, August 9th, 1:30-5:30

Abstract

Connecting the “micro” to the “macro,” or the local to the global, requires us to place observable events in the context of broader and less visible processes. It sometimes also requires us to move from the study of “spaces of place” to what Manuel Castells has called “spaces of flows.” To do this well requires careful case selection and case definition as we seek to clarify how the situations we study will illuminate broader processes and trends. This course has the following learning goals: to develop an understanding of the role of theory in ethnographic research; to learn the “logic of inquiry” of case study research, including the relevance of the case under study for other instances; to learn about six different ethnographic methods that can help link micro and macro (or local and global), including: ethnographic commodity chain analysis, tracing global flows of ideas, ethnographic process-tracing, juxtaposing timelines, discourse analysis, and narrative analysis.

Course Outline

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| 1:30-1:50 | Introductions |
| 1:50-2:30 | Introduction: Research Design Issues <ul style="list-style-type: none">• The Role of Theory in Qualitative Research• The Logic of the Case Study |
| 2:30-3:25 | Module 1: Connections <ul style="list-style-type: none">• Ethnography along the Commodity Chain• Mapping Flows of Ideas |
| 3:25-3:35 | Break |
| 3:35-4:30 | Module 2: Processes <ul style="list-style-type: none">• Ethnographic Process-Tracing• Juxtaposing Timelines |
| 4:30-5:30 | Module 3: Frameworks <ul style="list-style-type: none">• Discourse Analysis• Narrative Analysis |

SELECTED RESOURCES

Research Design

Part 1: The Role of Theory

Suggested Readings:

Michael Burawoy, *The Extended Case Method: Four Countries, Four Decades, Four Great Transformations, and One Theoretical Tradition*. Univ. of California Press, 2009.

Michael Burawoy, *Ethnography Unbound: Power & Resistance in the Modern Metropolis*, Univ. of California Press, 1991.

Michael Agar, *Speaking of Ethnography*, Sage, 1985.

Part 2: The Logic of the Case Study

John Walton, "Making the Theoretical Case," in Charles Ragin and Howard Becker, eds., *What is a Case: Exploring the Foundations of Social Inquiry*. Cambridge Univ. Press, 1992.

Joe Feagin, Anthony Orum and Gideon Sjoberg, *A Case for the Case Study*, Univ. of North Carolina Press, 1991.

Module 1: Connections

Method 1: Ethnography along Commodity Chains

Suggested Readings

George Marcus, "Ethnography In/Of the World System: The Emergence of Multi-sited Ethnography," *Annual Rev. of Anthropology* 24:95-117, 1995.

Jane L. Collins, *Threads: Gender, Labor, and Power in the Global Apparel Industry*, Univ. of Chicago Press, 2003.

Jane L. Collins, Tracing Social Relations through Commodity Chains: The Case of Brazilian Grapes, in *Commodities and Globalization: Anthropological Perspectives*, Angelique Haugerud, et al., eds. New York: Rowman & Littlefield, 2000.

Susanne Freidberg, *French Beans and Food Scares: Culture and Commerce in an Anxious Age*, Oxford Univ. Press, 2004.

Deborah Barndt, *Tangled Routes: Women, Work, and Globalization on the Tomato Trail*, Rowman & Littlefield, 2008.

Daniel Jaffee, *Fair Trade Coffee, Sustainability, and Survival*, Univ of California Press, 2007.

Method 2: Mapping Flows of Ideas

Suggested Readings

Lynne Haney, "Global Discourses of Need: Mythologizing and Pathologizing Welfare in Hungary," in Michael Burawoy et al, eds. *Global Ethnography: Forces, Connections and Imaginations in a Post-modern World*, Univ. of California Press, 2000.

Millie Thayer, "Traveling Feminisms: From Embodied Women to Gendered Citizenship," in Burawoy et al., eds. *Global Ethnography*.

Anna Tsing, *Friction: An Ethnography of Global Connection*, Princeton Univ. Press, 2004.

Michael Goldman, *Imperial Nature: The World Bank and Struggles for Social Justice in the Age of Globalization*, Yale Univ. Press, 2005.

Module 2: Processes

Method 3: *Ethnographic Process-Tracing*

Suggested Readings

Doug McAdam and Sidney Tarrow, "Introduction: *Dynamics of Contention* Ten Years On," *Mobilization* 16(1):1-10, 2011.

Joe Soss, Sanford Schram, and Richard Fording, "Caseworker Discretion and Decisions to Discipline," in *Disciplining the Poor: Neoliberal Paternalism and the Persistent Power of Race*, Univ of Chicago Press, 2011.

Susan Sterett, "Need and Citizenship after Disaster," *Natural Hazards Review* 13(3):233-44, 2012.

Tonya Brito, "Fathers Behind Bars: Rethinking Child Support Policy toward Low-Income Noncustodial Fathers and their Families," *J. of Gender, Race & Justice* 617: 431-38, spring 2012.

Method 4: *Juxtaposing Timelines*

Suggested Readings

Adriansen, H.K. (2012). Timeline interviews: A tool for conducting life history research. *Qualitative Studies*, 3(1): 40-55.

Odette Parry, Carolyn Thompson and Gerry Fowkes, "Life Course Data Collection: Qualitative Interviewing Using the Life Grid," *Sociological Research Online* 4(2), 1999. <http://www.socresonline.org.uk/4/2/parry.html>

Collins, Jane L. and Victoria Mayer, *Both Hands Tied: Welfare Reform and the Race to the Bottom in the Low-Wage Labor Market*, chapters 4 and 5. Univ of Chicago Press, 2010.

Module 3: Narrative

Method 5: *Discourse Analysis*

James Paul Gee, *An Introduction to Discourse Analysis*. Routledge, 2010.

Sara Mills, *Discourse*. Routledge, 1997.

Nancy Naples, *Feminism and Method: Ethnography, Discourse Analysis, and Activist Research*. Routledge, 2003.

Emily Martin, *The Woman in the Body: A Cultural Analysis of Reproduction*, Beacon, 2001.

Lillian Rubin, *Worlds of Pain: Life in the Working-Class Family*, Basic Books, 1992.

Method 6: *Narrative Analysis*

Suggested Readings

C. Wright Mills, "The Promise" in *The Sociological Imagination*, Oxford Univ. Press, 1959.

Alessandro Portelli, *The Battle of Vale Giulia: Oral History and the Art of Dialogue*, Univ of Wisconsin Press, 1997.

George Steinmetz, "Reflections on the Role of Narrative in Working Class Formation," *Social Science History* 16(3): 489-516, 1992.

Margaret Somers, "The Narrative Constitution of Identity: A Relational and Network Approach," *Theory & Society* 23:605-549, 1994.

Daniel Bertaux, "Stories as Clues to Sociological Understanding," in *Our Common History*, Paul Thompson, ed., 1982.

Catherine Riessman, *Narrative Analysis*, Sage Press, 1991.

Additional Resources on Studying Power

Laura Nader, "Up the anthropologist – Perspectives Gained from Studying Up, in *Reinventing anthropology*, Dell Hymes, ed. Random House, 1972.

Allan Cochrane, "Illusions of Power: Interviewing Local Elites," *Environment & Planning A* 30: 2121-2132, 1998.

Andrew Herod, "Reflections on Interviewing Foreign Elites," *Geoforum* 30: 313:237, 1999.

Erica Schoenberger, "The Corporate Interview as a Research Method in Economic Geography," *Professional Geographer* 44: 215-218, 1991.