

## What has ethnography to offer to SDI-research?

It is the theory stupid!

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Workshop  
Theory-based SDI Research and Empirical Cases from the North and South  
June 14 2009

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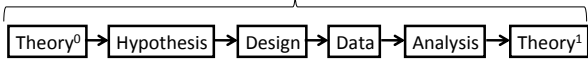
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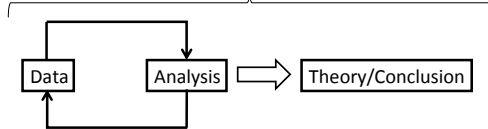
### Positivistic (quantitative) research

Research Question



### Interpretive (qualitative) research

Research Question



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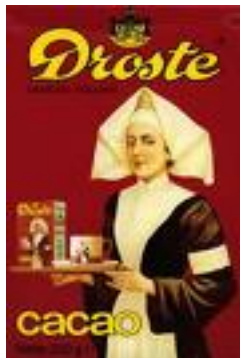
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Positivism vs. interpretivism



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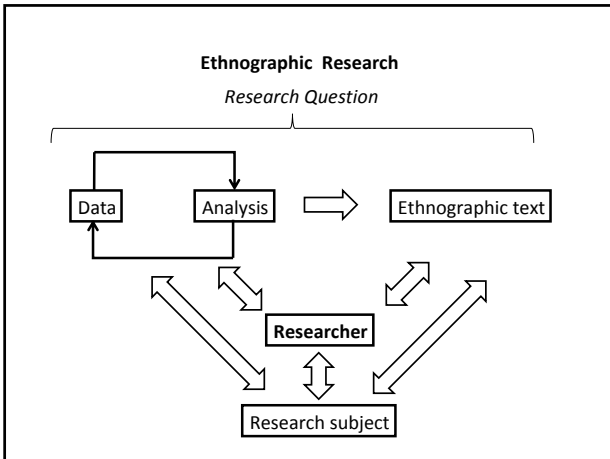
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In the ethnographical footsteps of Bronislaw Malinowski (1884-1942)

**With methods like:**

- Observation
- Participative observation
- Ethnographic interviewing
- Document analysis

**The researcher is the research instrument**

- Gideon Kunda, Engineering culture: culture and control in a high-tech organization (1992)
- Julian Orr, Talking about Machines, an Ethnography of a Modern Job (1996)

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**If ethnography is about:**

- Subjectivism and Interpretation
- Methodology, the position of the researcher

**Then what happened to theory?**

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**Theory in ethnographic research is on:**

- How we conceptualize the world (ontology)
- How we get knowledge about that world (epistemology)

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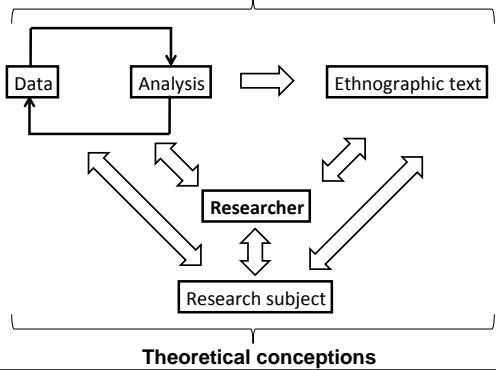
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**Interpretive ethnographic Research**

*Research Question*



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**People enact their world through narratives**

- Narrative setting is about environment: time, place, technology
- Narrative spaces is about groups and individuals
- Narrative storyboards are about modes of action

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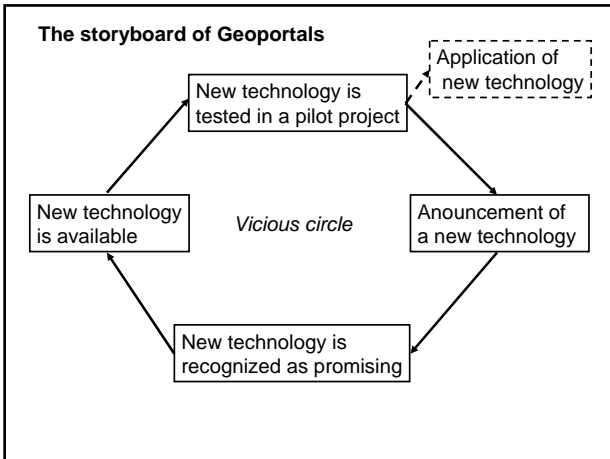
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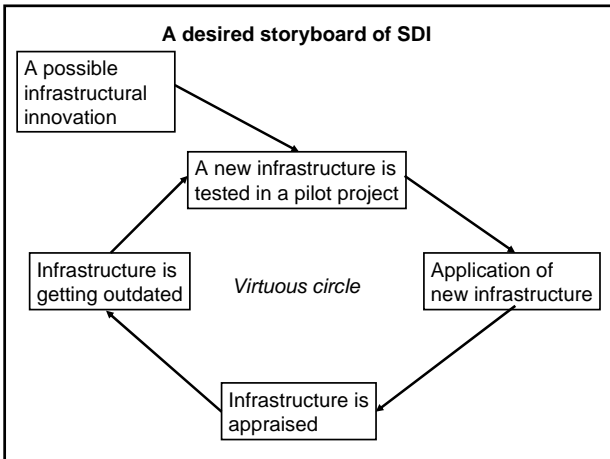
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**Thank you**  
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