



- The center includes 34 faculty, 12 UC faculty affiliates and 18 graduate students who use ethnographic research methods in areas such as:
 - Business
 - Engineering
 - Information systems
 - Health
 - Humanities
 - Politics
 - Science
- The center sponsors workshops, a discussion series and graduate student funding for projects that utilize ethnographic research methods

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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.

investigate

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.

innovate

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.

impact