High Tech Ethnography

This paper focuses on how digital video and photography can be useful tools to answer research questions in cultural ethnography. As this study shows, use of these tools provided access to participants in New Orleanian parading culture and significant data for analysis of cultural practice and meanings. Such tools have been at the roots of ethnography, and have found new applications in contemporary high tech times and through the growing area of visual sociology. Using digital video and photos to collect and analyze cultural data, I am able to extend a cultural sociology framework to public parades and the construction of meaning in the post-disaster city. How these mass gatherings on public streets occur and have transformed provide a purpose, process, and a gauge of recovery of the city’s culture in post-Katrina New Orleans.

Lunch Served - All Welcome

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