



Writing Reflexively

Finding “I”

(when it doesn't
come naturally)

Ethnography? Autoethnography?

My definition problems

“What is autoethnography?” you might ask. My brief answer: research, writing, story, and method that connect the autobiographical and personal to the cultural, social and political” (Ellis 2004, xix).

Ellis, C. (2004). *The ethnographic I: A methodological novel about autoethnography*. Rowman Altamira.

Reflexivity

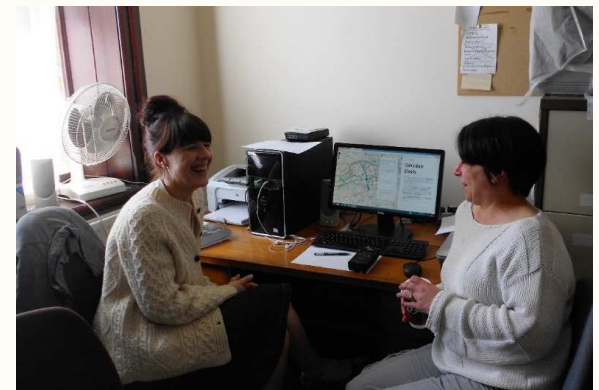


“...an attempt to understand how one is oneself perceived and how this may shape the research”
(Macdonald 2001, 89).

Macdonald, S. (2001). Ethnography in the Science Museum, London. In Gellner, D. N., & Hirsch, E. (Eds.). *Inside organizations: Anthropologists at work*. Oxford: Berg.

Collecting feedback

- User studies & focus groups
- Idea was that this would gather “user” reaction
- BUT – one of the key reflections I gathered from recordings of these sessions was about my own preoccupation



The “bad” language example



Screengrab

<http://pennyjohnston.org/exhibits/neatline/show/north-and-south-main-streets#records/37>

(accessed 17 November 2016)