

SELECTING A SUBCULTURE

OBJECTIVES

As you are planning on taking a semester-long ethnographic research, this assignment will enable you to:

- 01 GOAL #1** Select a feasible and manageable research topic: a subculture.
- 02 GOAL #2** Align appropriate research methods to your subculture of interest.
- 03 GOAL #3** Articulate the significance of your ethnographic research.

DESCRIPTION

In this one-page paper structured in three paragraphs, you will describe the what, the how, and the why of your ethnographic research study.

WHAT PARAGRAPH

In this first paragraph, you will state the type of research you are undertaking (an ethnography), your subculture of interest (be as specific as possible), your assumptions about the subculture, and your research questions about the subculture.

HOW PARAGRAPH

In the second paragraph, you will state the research methods - online research, observation, interviews, and artifact-content analysis - you will use to research your chosen subculture, as well as the rationale for choosing the said-methods.

WHY PARAGRAPH

In the third paragraph, you will articulate the significance of your ethnography. In other words, how will the ethnography benefit you personally? How will it benefit society? What practical applications do you anticipate from the findings of your ethnography?

REQUIREMENTS

- Length: 1 page, structured in three paragraphs addressing the what, how, and why of your ethnography.
- Format: 1 and 1/2 spaced; Leave 1" margins; Use Times New Roman typeface, size 12.

EVALUATION CRITERIA

	01 NOT PROFICIENT (F)	02 PROFICIENT (C)	03 HIGHLY PROFICIENT (A)
FOCUS	The group studied is very broad and includes multiple subcultures. The research methods are not appropriate for an ethnography. The paper provides no rationale for using the said methods.	The subculture studied is somewhat specific, but can be found on multiple sites. Some of the research methods are not appropriate for an ethnography. The paper provides a rationale for using the said methods.	The subculture studied is specific and is geographically located on a single site. The research methods are appropriate for an ethnography, and a strong rationale is provided for using them.
SIGNIFICANCE	An explanation of what the research means personally to you or how it might benefit others in part or whole is poorly articulated or absent.	The paper provides an explanation of what the research means personally to you or how it might benefit others in part or whole.	An explanation of what the research means personally to you and how it might benefit others in part or whole is elegantly articulated.
WRITING	The writing is not logically organized. Frequently, ideas fail to make sense together. The reader cannot identify a line of reasoning and loses interest. The paper consistently contains grammar or punctuation errors.	Ideas are generally logically arranged. They are usually clearly linked to each other. For the most part, the reader can follow the line of reasoning. The paper contains very few grammar or punctuation errors.	Ideas are logically arranged. They flow smoothly from one to another and are clearly linked to each other. The reader can follow the line of reasoning. The paper is virtually flawless except for a few poor stylistic choices.

SUBMISSION

Submit both a digital copy on the online submission slot and physical copy in class the day the assignment is due. Check your course calendar for the assignment due date.

