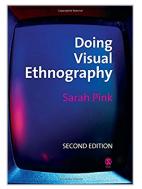
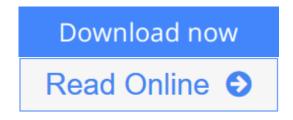
## **Doing Visual Ethnography**



By Sarah Pink



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Following the success of the *First Edition*, this fully revised and updated **Second Edition** of **Doing Visual Ethnography** explores the use and potential of photography, video, and hypermedia in ethnographic and social research. It offers a reflexive approach to theoretical, methodological, practical, and ethical issues of using these media now that they are increasingly being incorporated into field research. Author Sarah Pink adopts the viewpoint that visual research methods should be rooted in a critical understanding of local and academic visual cultures, the visual media, and technologies being used and the ethical issues they raise.

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#### About the Author

**Sarah Pink** is Professor of Design and Media Ethnography at RMIT University in Australia, and Professor in Applied Social and Cultural Analysis at Halmstad University in Sweden. She is a global leader in sensory and visual ethnography. Her work is usually interdisciplinary and international, connecting anthropological ethnography to design and engineering disciplines as well as to documentary and arts practice, in projects that challenge conventional ethnographic temporalities, and bring academic scholarship to applied research problems. Sarah's other recent books include *Doing Visual Ethnography* (3<sup>rd</sup> edition) (2013), *Situating Everyday Life* (2012) and *Advances in Visual Methodology* (2012).

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