

# The Ethnography Circle

November 2016—March 2017

## Making Waves: the Aftermath and 'Impact' of Ethnography



Organised with the support of IKON and the Warwick ESRC Doctoral Training Centre



Find us online:



The Circle is a series of informal, multidisciplinary discussions which alternate presentations by leading ethnographers with group sessions where participants reflect on ethnographic research practices. The Circle will run in term 1 and 2 of the academic year 2016-17. Participation is open to all Warwick students/faculty and is extended to students from other DTCs. This is the third edition of the event which is organized by the IKON research group.

As hinted by the title “Making Waves: The Aftermath and ‘Impact’ of Ethnography,” this year we will explore exactly what happens when field-work concludes.

This important yet often overlooked aspect of ethnography is what we plan to focus on. In five meetings we will discuss how ethnographers exit the field, present their findings to informants and the outside world, and what outcomes might ensue. We plan to draw on the experience of the audience, cases of ethnographers dealing with the (good and bad) outcomes of their work, and the expertise of guests whose work illustrates these issues.

Pedro Monteiro and Davide Nicolini  
(IKON, Warwick Business School)

**Wednesday 15 March 2017**

### Reflections on Contract Ethnography

#### Seminar with Anne-Laure Fayard (NYU)

In this last meeting, we will discuss what is produced in an ethnography, and how it might be interpreted, used, contested by those you studied; in particular, what might be the consequences (often unintended) of sharing insights produced during the studies. Professor Fayard has carried out a number of ethnographic research projects including a long-term engagement as a ‘contract ethnographer’ with a multinational company to document and analyze its corporate culture across sites. Insights from her studies were shared, understood and used, in various ways with different members of the organization. She will discuss how this arrangement presents its own set of opportunities and challenges and show how what she calls “contract ethnography” offers considerable opportunity to do serious scholarly work.

Anne-Laure Fayard is Associate Professor of Management in the Department of Technology Management and Innovation at NYU Tandon School of Engineering, and affiliated with the Department of Management and Organizations at NYU Stern Business School. Her research interests involve communication, collaboration, culture and space, with a focus on interactions, particularly those between people and technology. Her work has been published in several leading journals such as *Administrative Science Quarterly*, *Information System Research*, *Organization Science* and *Organization Studies*. She is also the author with Anca Metiu of *The Power of Writing in Organizations*.

For information and to register please contact [dawn.coton@wbs.ac.uk](mailto:dawn.coton@wbs.ac.uk)



**Admission is free  
and open to  
students from other  
institutions**

**This event will be  
from 3.00-4.30pm  
in the Wolfson  
Research Exchange.**