

Visual Ethnography

Levels of Representation in Ethnographic Practice

After Shawn Landres' "Being (In) The Field"

(pp 100-112 in Personal Knowledge and Beyond,
edited by James V. Spickard, et al. NYU Press, 2002)
modified by Jim Spickard

1. "I, the Anthropologist" represent myself and people like me (i.e., anthropologists and ethnographers, even academic scholars as a group) to the "Others".
 2. The "Others" represent me to themselves. They decide for themselves who I really am and why.
 3. The "Others" represent themselves within their own group.
 4. The "Others" represent themselves to me and to people like me.
 5. The "Others" represent me to myself.
 6. "I, the Anthropologist" represent the "Other" to fellow anthropologists, as well as to the public.
 7. "I, the Anthropologist" represent the "Other" to themselves.
 8. "I, the Anthropologist" represent "the Ethnographer" not only to the public, but to my fellow anthropologists.
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9. My readers and potential readers represent me, my work, and the "Others" to themselves, according to their own culturally-formed interests.