



Doing Visual Ethnography

Sarah Pink

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Essential reading for anyone wishing to engage with images, technologies and society, *Doing Visual Ethnography* is a milestone in ethnographic and visual research. The third edition of this classic text includes new chapters on web-based practices for visual ethnography and the issues surrounding the representation, interpretation and authoring of knowledge with the rise of digital media.

The book provides a foundation for thinking about visual ethnography and introduces the practical and theoretical issues relating to the visual and digital technologies used in the field.

Drawing upon her original research and the experiences of other ethnographers, Sarah Pink once again challenges our understanding of the world and sets new agendas for visual ethnography by:

- Helpfully illustrating key concepts within real world contexts
- Introducing examples from both analogue and digital media
- Exploring material and electronic texts
- Setting out the shift towards applied, participatory and public visual scholarship.

This book is a must-have for students and researchers across the social sciences who are interested in incorporating audiovisual media into their research practice.

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