Focused Ethnography

Name

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Author Note

Non-Verbal Communication

The pragmatic and applied form of ethnography used to identify and explore a particular social phenomenon that happened in everyday life is focused on ethnography. This phenomenon is used to evaluate and analyze an event (Leavitt, Keegan, & Clark, 2016). This involves non-verbal communication strategies in which event is analyzed and assessed based on observations.

# Observation of Activities at the Bus stop

The observer or ethnographer has to spend hours in the place to observe and record activities at the bus stop. With the help of assessment tools such as observing people in their behaviors, conducts and traveling would be recorded. The following specific categories would be considered for observation:

1. People
2. Bus stop
3. While waiting
4. Experience
5. Age
6. Places next to a bus stop
7. Live updates on a bus stop
8. Use of instruments by the people
9. Specific lanes of the roads

Observation of bus-related information such as when and how many buses are present on the stop would be recorded. How many people are using cell phones and how they are communicating with each other? Any suspected activity by anyone would also be observed (Leavitt et al., 2016). Eyes and ears would be alert to record events of misconduct, such as how persons are talking and what are they talking about. Suspecting any word or activity that is not a usual activity would be recorded (Bryan, Garvani, Gregory, & Kilner, 2015). The particular person would be observed in terms of his behaviors, such as suspecting activity, movement, anxiousness, alertness, shivering, or breathing movement would be observed (Leavitt et al., 2016). The behavior of the person that is different from the normal activity would be observed (Leavitt et al., 2016). Non-verbal communications such as supplements or instruments used by the person, interaction with the other people, and responsiveness such as alertness and expressions would be observed at the bus stop.

# Record of Non-Verbal Communication

Non-verbal communication involves the record and observation of entire body movements. The time and place of interaction, level of anxiousness and expressions along with body movements are observed (Leavitt et al., 2016). Non-verbal communication is fast and it requires an active person ethnographer to record and observe things and events around him (Adler, Rodman, & Du Pré, 2016). Gestures, emblems, and words of the persons are recorded.

# Analysis

After recording and observing people, recorded information is assessed and analyzed to evaluate the incident. Anxiousness of a person means that he is worried about something. The illustration, through gestures such as agreeable, responsive, or interaction with people, shows what he is depicting from his behaviors (Adler, Rodman, & Du Pré, 2016). If a person is nodding in 'yes,' then definitely there is someone whom he is communicating some message that he is agreed or it is okay to proceed. Body language such as a confused walk or confident walk can be easily identified and ethnographers are trained to assess information regarding particular incidents. Aggressive body language, mild behavior, and even a smile can reflect messages and are used to communicate with people (Adler et al., 2016). For example, expression from face shows if a person is smiling. Asking a person, "are you alright? You look down today," shows that the facial expressions helped to understand the feelings of a person (Adler et al., 2016). A person's breathing rate would be higher if he were running after something. Places that are used by the public are critically more expressive in terms of observing people. The information required can be easily evaluated and recorded from these places as no permission is required from any authority. Criminal acts or incidents mostly occur in these places; therefore, ethnographers are required to obtain data and information should be clear, precise and comprehensive.

# References

Adler, R. B., Rodman, G. R., & Du Pré, A. (2016). *Understanding human communication* (Vol. 10). Oxford University Press.

Bryan, K., Garvani, G., Gregory, J., & Kilner, K. (2015). Language difficulties and criminal justice: the need for earlier identification. *International Journal of Language & Communication Disorders*, *50*(6), 763–775.

Leavitt, A., Keegan, B. C., & Clark, J. (2016). Ping to win?: Non-verbal communication and team performance in competitive online multiplayer games. *Proceedings of the 2016 CHI Conference on Human Factors in Computing Systems*, 4337–4350. ACM.