

Subject card

Subject name and code	Non-academic ethnographic research, PG_00173985						
Field of study	Ethnology						
Date of commencement of studies	October 2023		Academic year of realisation of subject		2024/2025		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	2		Language of instruction		Polish		
Semester of study	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Polish Ethnology and Anthropology of History -> Institute of Anthropology -> Faculty of History -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Kamil Pietrowiak				
	Teachers		dr Kamil Pietrowiak				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		20.0	52
Subject objectives	Practical familiarization of students with selected research methods used in institutions and organizations, aimed at developing skills in this area.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ETNOL3_U03] Is able to read with comprehension professional texts in a foreign language of their choice, enabling them to acquire additional professional knowledge	They are able to read and use professional literature in a foreign language related to the application of qualitative research outside academia.	[SU1] oral statement/conversation/discussion [SU5] implementation of a problem task
	[ETNOL3_W05] Knows and understands the links between ethnology and cultural anthropology and other humanities and social sciences: cultural studies, philosophy, history, archaeology, sociology	They understand how ethnographic research can be integrated with approaches from sociology, design, marketing, and education.	[SW1] oral statement/conversation/discussion
	[ETNOL3_U04] Uses information technology, multimedia, and Internet resources; is able to critically evaluate and process Internet resources	They are able to use digital technologies and online tools to conduct and document research in non-academic settings.	[SU1] oral statement/conversation/discussion [SU8] observation of student's independent or team work
	[ETNOL3_U05] Is able to use the main theoretical approaches, research paradigms, and concepts in ethnology and cultural anthropology	They are able to apply anthropological concepts and approaches to the analysis of data collected in non-academic research projects.	[SU1] oral statement/conversation/discussion
	[ETNOL3_W08] Knows and understands the methods of analysis and interpretation of various cultural products appropriate for different schools in ethnology and cultural anthropology	They are familiar with methods for analyzing cultural practices, representations, and narratives useful in research conducted beyond the university.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[ETNOL3_W11] Knows and understands basic principles of creation and development of various forms of entrepreneurship	They understand how anthropological knowledge can be applied in research projects commissioned by NGOs, businesses, and public institutions.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[ETNOL3_W12] Has knowledge of cultural institutions, their significance in the transmission, maintenance, and creation of cultural values; is up-to-date with contemporary cultural life	They understand the structure and function of cultural institutions and recognize the potential of using qualitative research in their operations.	[SW1] oral statement/conversation/discussion
	[ETNOL3_K01] Knows the extent of their knowledge and skills, organises their work effectively, and critically evaluates the extent to which it has progressed	They are able to independently plan research activities, evaluate their progress, and adjust methods to the needs of commissioning institutions.	[SK1] oral statement/conversation/discussion [SK6] demonstration of practical skills [SK8] observation of student's independent or team work
	[ETNOL3_K02] Is open to new ideas and ready to reformulate their position	They are open to unconventional forms of collaboration between researchers and organizations and can adapt their approach to the project context.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[ETNOL3_K08] Recognises and respects differences in viewpoints determined by different national and cultural backgrounds	They respect the diversity of values and perspectives represented by different social groups and institutions they engage with as a researcher.	[SK1] oral statement/conversation/discussion
	[ETNOL3_U01] Independently acquires and consolidates knowledge in an orderly and systematic manner using modern techniques of acquiring, classifying, and analysing information	They independently develop knowledge and skills related to applying ethnographic research in institutional and professional settings.	[SU1] oral statement/conversation/discussion [SU6] demonstration of practical skills

Subject contents	1. Introduction to research in organizations and institutions 2. Skills and "anthropological sense" in extra-academic research 3. Overview of research agencies and centers 4. Cooperation with non-governmental organizations and cultural institutions 5. Research for private entities 6. Focus group interviews 7. Social diagnosis, needs assessment 8. Audience research 9. Design Thinking and other workshop methods 10. Evaluation 11. Exploratory and experimental methods 12. User Experience design 13. Cultural anthropology and cultural/social animation 14. Tools for organizing and presenting data		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria Activity during discussions Activity during class exercises and assignments Participation in group exercises	Passing threshold 51.0% 51.0% 51.0%	Percentage of the final grade 40.0% 40.0% 20.0%
Recommended reading	Basic literature	Badania jakościowe, T. 2, Dariusz Jelembiak (red.) Warszawa: PWN, 2012. Kostera Monika, Krzyworzeka Paweł, Poleć Marta, Antropologia organizacji. Jak prowadzić badania terenowe?, Warszawa: PWN, 2023. Mościchowska Iga, Rogoś-Turek Barbara, Badania jako podstawa projektowania user experience, Warszawa: PWN, 2015. Seria Niezbędnik badacza, PWN, Warszawa 2011	
	Supplementary literature	Fabricant Robert, User Friendly. Jak niewidoczne zasady projektowania zmieniają nasze życie, pracę i rozrywkę, Kraków: Karakter, 2022. Leavy Patricia, Metoda spotyka sztukę. Praktyka badań naukowych posługujących się sztuką, Warszawa NCK, 2018. Maison Dominika, Noga-Bogomilski Artur (red.) Badania marketingowe Od teorii do praktyki Wydawnictwo: GWP, 2007. Cichosz Mariusz, Lewicka Monika, Molesztal Aldona, Animacja społeczno-kulturalna współczesne wyzwania. Młodzież i seniorzy jako odbiorcy kultury, Kraków: Impuls, 2018. Etnografia/Animacja/Sztuka. Nierozpoznane wymiary rozwoju kulturalnego, Tomasz Rakowski (red.), Warszawa: NCK, 2013.	
	eResources addresses		

Example issues/ example questions/ tasks being completed	What are the differences between academic research and research conducted for institutions or organizations? Which anthropological skills and sensibilities are especially useful in non-academic research contexts? Task: Identify and describe the work of a selected research agency (commercial or social) that conducts qualitative research. What are the specific features of collaboration between an ethnographer and a cultural institution or NGO? Task: Design the outline of a focus group study, including topic, participants, and client goals. How can social diagnosis or needs assessment be carried out for a specific user group? What questions should be asked during audience research in cultural institutions (e.g. museum, community centre, theatre)? Task: Use a selected workshop method (e.g. mapping, brainstorming, prototyping) to analyse a social problem. What is the role of evaluation in cultural and social projects? What methods can be used?
Work placement	Not applicable

Document generated electronically. Does not require a seal or signature.