



Exploring Everyday Life: Strategies for Ethnography and Cultural Analysis

Billy Ehn, Orvar Löfgren, Richard Wilk

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The numerous tasks and routines that shape our daily existence can seem mundane, even invisible—and yet they play an extremely powerful role in structuring and reproducing society. *Exploring Everyday Life* casts light on these so-called trivialities, serving as both a guide to the invisible world of the everyday and an instruction manual for first-time explorers.

Ehn, Lofgren, and Wilk demonstrate how to use a broad array of ethnographic tools to discover, map, and document new and unexplored territories and guide readers through the process of cultural analysis. Their concrete examples shed light on how a study or paper assignment can evolve and point to how cultural analysis of everyday life can be practically applied in business, government, and other arenas outside of academia.



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