**Ethnographic Observation/Interview Assignment**

For this assignment, you will choose a local food justice-related (FJ) organization and conduct a mini ethnographic assessment (see bottom of document for links to several local Bay Area FJ organizations). For this assignment, you will volunteer with a local FJ organization in some capacity (e.g., staffing a weekly farmers market, community fair, etc.), where you will one of two options: (1) conduct participant observation during a minimum of three visits; or (2) conduct an in-depth interview with two key informants who can speak to the vision and culture of the organization (e.g., executive director, manager). The purpose of this assignment is to gain applied, on-the-ground experience with a local FJ organization, gain a greater understanding of the processes involved in FJ work, and orient you with original data collection. See directions below for assignment details:

**If you choose the ethnographic observation option:**

*Part One: Observation*

You will conduct participant observation (PO) during your time working with the organization (e.g., volunteer, assistant, etc.). PO refers to when the you immerse yourself within a specific environment when you observe, talking with stakeholders and participating in project activities.

See [link](https://thevisualcommunicationguy.com/2018/01/30/how-to-conduct-observations-for-research/) for a step-by-step guide on how to conduct participant observation.

There are many different phenomena to be examined during an ethnographic observation. Some examples of things to observe include the built environment (e.g., map of the physical setting, signage, marketing materials, etc. What is present? What is absent?), social interactions (e.g., how are people organizing themselves? What are the conversations being had? What behaviors are taking place?), and values, ideologies, assumptions (e.g., what share values are reinforced [or contested] during the event? What are spoken and/or unspoken rules that guide that social setting?).

*Part Two: Write up of findings/reflection*

After conducting your PO, you will write up your findings. You will submit (1) your raw field notes; (2) a typed summary of your notes; and (3) your reflections both engaging in the exercise (i.e., key takeaways/insights gleaned and overall experience and perceptions of conducting PO) and your process integrating experiential and academic learning.

**If you choose the in-depth interview option:**

The interview will comprise three sub-sections:

*Part One: Introduction to the interview*

1. Why did you choose these people to interview?
   1. Brief background of the interviewees
2. Develop and attach semi-structured interview guide
3. Document each step of interview process (document interview process from formative through concluding stages, including gaining access, developing questions, any memo writing, etc.)

*Part Two: The interview*

1. Describe the content of the interviews (e.g. narrate the topics of conversation)

*Part Three: Conclusion*

1. Lessons learned: Describe key takeaways/insights gleaned from interviews
2. Reflection: describe (1) your perceptions of interview experience; and (2) your process integrating experiential and academic learning

*Links to local Bay Area food justice organizations:*

[Farms to Grow](https://www.farmstogrow.com/)

[City Slicker Farms](https://www.cityslickerfarms.org/)

[Planting Justice](https://plantingjustice.org/)

[Raised Roots](https://raisedroots.com/)

[Black Earth Farms](https://www.blackearthfarms.com/)

[Brown Girl Farms](https://browngirlfarms.com/)

[Phat Beets Produce](https://www.facebook.com/Phat.Beets.Produce/)

[Leah’s Pantry](https://www.leahspantry.org/)

[Food Runners](https://www.thefoodrunners.com/)

[Veggielution](https://veggielution.org/)

[CUESA](https://cuesa.org/)