

Overview:

This lesson plan will challenge participants to explore culture through ethnographic fieldwork and video storytelling. Following extensive preparation and research, they will create a video that presents one aspect of a particular culture.

Background and Information:

YouTube Ethnography Project is an activity created by Anthony Ogden, Associate Vice Provost for Global Engagement at the University of Wyoming, and uploaded to the UK Education Abroad Faculty Toolkit (see citation below).

Objectives:

As a result of this activity, participants will be able to:

1. "Engage in a creative process of cultural exploration through video production."
2. "Understand the nature of ethnographic fieldwork, cultural representation and interpretation" (Ogden, 2009).

Time:

5 hours

Group Size:

Pairs

Materials:

Copies of the YouTube Ethnography Project Handout (in both [Links](#) and [Downloads](#)), "[A Vision of Students Today](#)" video, internet access, camcorders or phones to record video.

Intercultural Development Continuum Stages:

- Denial
- Polarization
- Minimization
- Acceptance

AAC&U Intercultural Knowledge and Competence Goals:

Cultural Self-Awareness:

- To articulate insights into own cultural rules and biases (e.g., seeking complexity; aware of how their experiences have shaped these rules, and how to recognize and respond to cultural biases, resulting in a shift in self-description).

Openness:

- To initiate and develop interactions with culturally different others.
- To suspend judgment in valuing interactions with culturally different others.

Curiosity:

- To ask complex questions about other cultures.
- To seek out and articulate answers to these questions that reflect multiple cultural perspectives.

Knowledge of Cultural Worldview Frameworks:

- To demonstrate sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs & practices.

Other Skills:

Friendship, Teamwork, Diversity & Inclusion

Links to Activity Instructions:

- [YouTube Ethnography Project instructions on the UK Education Abroad Faculty Toolkit](#)

Related Tools:

Tools to use in conjunction with this lesson:

- [Body Ritual Among the Nacirema](#)
 - This tool can be used to introduce students to the concept of ethnography.
- [Ethnographic Interview, The](#)
 - Participants may want to feature interviews as a part of their ethnographic video, so this activity may help them to prepare and facilitate an interview.
- [Intercultural ASKS-2](#)
 - Participants can take this formative assessment before beginning this project in order to understand their level of intercultural competence.
- [Worldview Questionnaire](#)
 - This activity can help participants understand the complexity surrounding culture before they begin their projects. It can also help participants come up with questions that they can ask potential interviewees.

Similar tools:

- [Grocery Store Ethnography](#)

Tools to assess this lesson:

- [Digital Story Rubric](#)