



Fulfilling the Potential and Mitigating the Risks of Ethnographic-Led Interventions

New Directions in Ethnographic Data Collection, Mining,
Analysis and Application

**Hosted by the Organization for Identity and Cultural Development (OICD) and
The Social Sciences Division, Oxford University**

September 3rd-4th, 2018

**Department of Anthropology, Oxford University
64 Banbury Road, Oxford U.K., OX2 6PN**

The potential of ethnographic research to help solve a variety of societal problems and address and build key policy frameworks has been proven over decades. Conducting, organising and systematically analysing ethnographic research in ways that are practitioner friendly and which can be done to scale, however, perhaps represents a new area of utilisation. This is particularly the case when new technological and/or methodological practices become the foundation for building and implementing social interventions.

This workshop is designed to showcase ways in which ethnographic research is being utilized in new ways by organizations with specific applied remits. The workshop is interested in: revealing the techniques and technical challenges of these approaches, the potential for them to be of use to the policy areas that they apply themselves to, and in exploring their limitations and moral implications in a world where human data is easily and frequently exploited for political and/or economic gain.

Keywords: Applied Ethnography; International Development; Computer and Information Sciences; Social Intervention; Informed Policy; Social Media Data Collection and Analysis; Mapping; Developing theory into algorithms and output; Coding challenges; App development; Network analysis; Discourse analysis; Innovative uses of ethnographic data; Software driven visualisations; Exploring applications and limitations of data driven analysis



Schedule

Monday September 3rd -- DAY ONE

9am Introduction and Welcome Remarks--Emilia Group (University of Oxford & OICD) & Bruce White (OICD)

9.30am Presentation Slot #1

9.45am Q&A

10.30am Coffee

11am Presentation Slot #2

11.45am Q&A

12.30 Coffee

1pm-2pm Lunch

2pm Presentation Slot #3

2.45pm Q&A

3.30 Coffee

4pm Presentation Slot #4

4.45pm Q&A

5.15pm END of DAY ONE

5.30pm Informal Drinks Reception St. Antony's College Bar



Tuesday September 4th -- DAY TWO

9.30am Panel One--*Technical challenges and opportunities*

9.45am Q&A

10.30am Coffee

11am Panel Two--*Applications and Interventions--Challenges and Opportunities*

11.45am Q&A

12.30 Coffee

1pm-2pm Lunch

2pm Panel Three--*Moral Challenges and Building Frameworks for Addressing Them*

2.45pm Q&A

3.30 Coffee

4pm Panel Four--*Defining Responsible Practices and Guidelines Moving Forward*

4.45pm Q&A

5.15pm END of WORKSHOP

Participants from the following have been invited to attend: Oxford Internet Institute
Oxford Department of Anthropology, Oxford Department of International
Development, Oxford Department of Social Policy and Intervention
Oxford School of Geography and Environment, Oxford Department of Politics and
International Relations, UCL Department of Anthropology, UCL Institute of
Advanced Studies, OICD Network, Dept. of Anthropology, Durham University