



Doing Sensory Ethnography

By Sarah Pink

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In this important and groundbreaking book, Sarah Pink suggests re-thinking the ethnographic process through reflexive attention to what she terms the 'sensoriality' of the experience, practice, and knowledge of both researchers and those who participate in their research. The book provides an accessible analysis of the theoretical, methodological, and practical aspects of doing sensory ethnography, drawing on examples and case studies from the growing literature on sensory ethnographic studies and from the author's own work.

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Editorial Review

Review

'The book is innovative in its drawing together of existing literature and the theoretical and practical aspects of doing sensory ethnography' - *Qualitative Research*

About the Author

Sarah Pink is Professor of Design and Media Ethnography at RMIT University in Australia, and Professor in Applied Social and Cultural Analysis at Halmstad University in Sweden. She is a global leader in sensory and visual ethnography. Her work is usually interdisciplinary and international, connecting anthropological ethnography to design and engineering disciplines as well as to documentary and arts practice, in projects that challenge conventional ethnographic temporalities, and bring academic scholarship to applied research problems. Sarah's other recent books include *Doing Visual Ethnography* (3rd edition) (2013), *Situating Everyday Life* (2012) and *Advances in Visual Methodology* (2012).

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