Aiden Martinez

CODES 123

3/24/2025

Dr. Bradley

Reflection #5

Although objectivity is desired when conducting research, human beings are inherently subjective. Each part of the research process; from data collection, survey question creation, and data analysis are all effected by the hidden subjectivity within the researchers conducting the research. Ethnographic data is not unique in this regard. A researcher who is a stakeholder in the research they focus on (demographic, geographic, economic, etc.) has a unique connection and perspective on their focused research. For example, if I were to conduct research on my local community, an ethnically and economically diverse area within the American Midwest, my perspective as a white man is undeniably different due to my male and white privilege. This doesn’t mean that I cannot conduct research on this region, however I have a responsibility to disclose these demographics before I conduct my analysis.

Another way to ensure that research is conducted ethically is by humanizing the individuals being researched. Often, participants of research are stripped of their individuality as they are reduced to a statistic on a chart. Quantitative data is used in many research fields to easily categorize, analyze, and construct future research upon. In addition to this, interviews and biographical reports are essential to maintaining the agency of the participants being studied. This also maintains research integrity, as the bonds between research participants and researchers are strengthened when these voices are platformed.

Ethnographies are useful tools when platforming oppressed communities, as an ethnographic report can allow researchers to view an often-forgotten population. By shining a light on these communities, such as the Gullah people of South Carolina, the unique cultural heritage and struggles of these communities can be broadcast to the greater research community.