Unit Project

Part I: Conducting Social Science Research
The first step in completing your unit project is to conduct an interview or distribute a survey. In this phase of your research, you can focus on how your topic impacts UNC’s campus today, or you can focus on your topic as it relates to UNC’s campus history. Whichever focus you choose, you should use this research as an opportunity to identify a new perspective on your topic. For example, if you are researching a specific event and most of your sources are from newspapers that describe the event, try to find someone to interview who actually participated in or witnessed the event. If most of the sources about your topic are from the past, try to interview or survey current students to find out how your issue affects their experiences on campus today.

Part II: Writing an Ethnography Paper
Ethnography is the study of people and cultures, often based on their own perspectives and experiences. Your ethnography paper should examine a particular issue in the history of activism on UNC’s campus from the perspective of the key players involved. As an ethnographer, your goal is to describe the impact that issue had on your population of interest (in this case, students or other members of the UNC campus community) in as much detail as possible. Your paper should consider both the historical impact of your issue on UNC’s campus and the role it plays in contemporary campus culture.

This paper should be argumentative as well as explanatory. All of your research — including primary sources, secondary sources, and interviews/survey results — should be presented strategically, offering different perspectives, details, and historical accounts related to your topic and argument. Your tone should be scholarly, as well as analytical of the history you are discussing.

What should your ethnography paper look like?
When you submit the final draft of your ethnography paper, it should meet the following criteria:

- It is between four and six pages;
- It explores an activist issue on UNC’s campus in both a historical and contemporary context, including the individuals or communities who were impacted by the issue;
- It makes a clear, original argument and presents relevant evidence to back up that argument;
- It integrates a minimum of five sources, either primary or secondary;
- It integrates original social sciences research, such as an interview or survey results;
- It has appropriate in-text citations and a bibliography in APA format. (For helpful citation guidelines, see UNC’s Citation Guide.)