

Contemporary Issues In The Methodology Of Ethnological Research

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Abstract

This article examines contemporary issues in ethnological research methodology, reflecting global changes in the social and cultural spheres. It examines the evolution of methodological approaches, the use of qualitative and quantitative methods, the impact of technology, and ethical challenges. Particular attention is paid to the role of globalization, cross-cultural research, and the diversity of modern methodological approaches. The article discusses the challenges associated with adapting traditional methods to new conditions, as well as the importance of considering local and global contexts when studying cultures.

Keywords: ethnology, methodology, cross-cultural research, globalization, ethics, qualitative methods, quantitative methods.

Ethnology, one of the most important disciplines in the humanities, studies the cultural, ethnic, and social structures of human communities. Since its inception, the methodology of ethnological research has undergone significant changes, reflecting both the evolution of the communities themselves and general changes in the social sciences and humanities. In recent decades, with the rise of globalization, increased migration, and the development of new technologies, ethnological methodology has also undergone modernization. This article examines contemporary issues in ethnological research methodology, focusing on new approaches, the use of technologies, ethical challenges, and the problems and prospects of this scientific discipline.

1. Evolution of Methodological Approaches. Traditional ethnology was long based on a comparative-historical approach, which involved studying cultures by comparing their individual elements and analyzing changes in historical perspective. This method allowed for the identification of both general and specific features of

cultural phenomena, which is especially important when studying ethnic groups. However, modern ethnology has significantly expanded its methodological framework, incorporating various social, economic, and political factors into its research. With the development of a theoretical framework and the emergence of such fields as postmodernism, cultural studies, and interdisciplinary approaches, a more comprehensive study of cultural systems has come to the forefront in ethnology. This has led to the spread of qualitative research methods, which emphasize a deep understanding of culture through the study of the symbols, rituals, and practices that form the core of cultural identities.

2. Qualitative and quantitative methods. Modern ethnological research utilizes both qualitative and quantitative methods. Qualitative methods include participation in the lives of the communities being studied, in-depth interviews, and the analysis of texts and other forms of cultural production. These methods allow researchers to understand not only the external manifestations of a culture but also its

internal logic and system of meanings. For example, the participant observer method is a key method in ethnology. It involves the researcher actively participating in the life of the community being studied, allowing them to better understand its everyday practices and cultural norms. On the other hand, quantitative methods in ethnology have become more popular thanks to the development of computer technology and big data analysis. Statistical analysis can help identify macro-processes in societies and compare different groups across a wide range of parameters. Modern databases allow for the collection and analysis of vast amounts of information, opening up new opportunities for ethnologists.

3. The Impact of New Technologies on Ethnological Research.

Modern technologies have radically changed approaches to ethnological research. One of the key changes has been the use of digital technologies for collecting, storing, and analyzing data. Tools such as databases, geographic information systems (GIS), social media, digital archives, and text mining programs allow researchers to collect and process data with unprecedented accuracy and speed. For example, the use of GIS makes it possible to track migration processes and analyze the spatial aspects of cultural change. Social media are also of great importance, opening up opportunities to study new forms of social communication and interactions between different cultural groups. At the same time, virtual reality and augmented reality technologies offer new perspectives for the study and presentation of cultural experience. The use of modern technologies for data storage and transmission is also noteworthy. The digitization of cultural heritage and the creation of open archives allow researchers to access previously inaccessible sources. This not only accelerates the research

process but also facilitates the preservation of cultural data for future generations.

Conclusion. Contemporary issues in ethnological research methodology reflect the profound changes occurring in the world and in science. Technological advances, globalization, new ethical challenges, and the diversity of methods make ethnology one of the most dynamic disciplines. The integration of different approaches and methodologies allows researchers to better understand complex cultural processes and contributes to the development of science as a whole.

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