Austin Hoofnagle Portfolio

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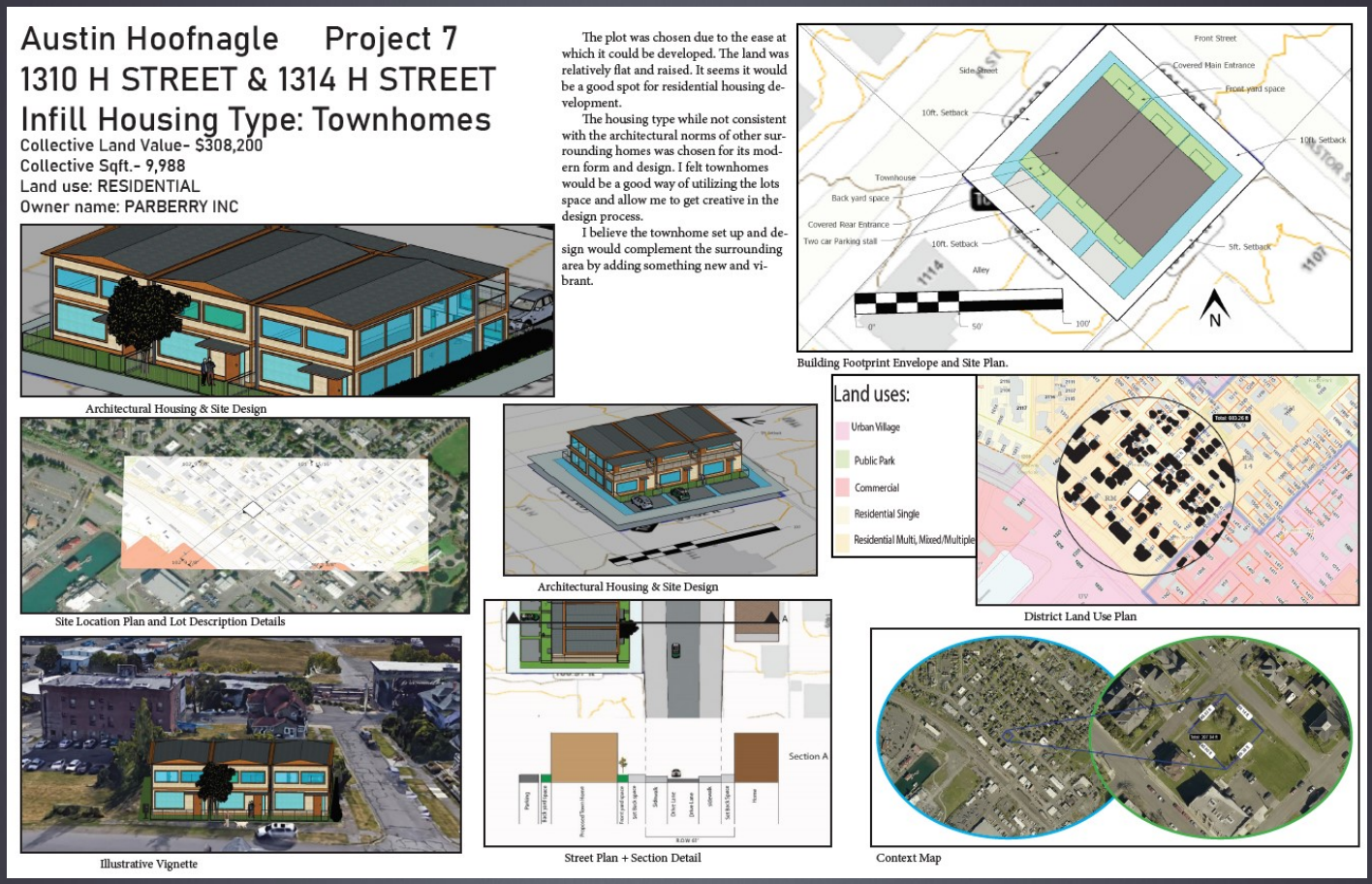
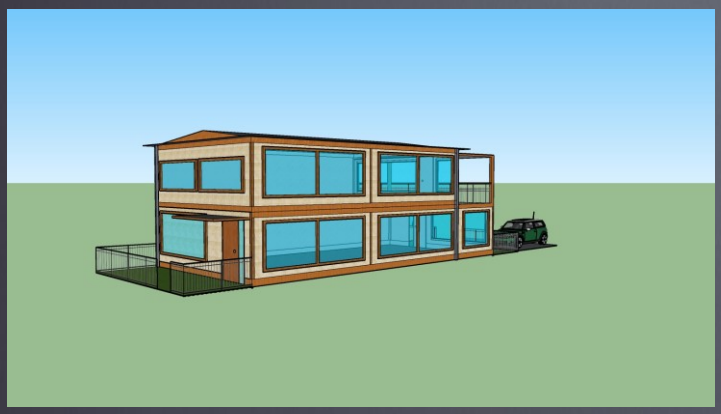
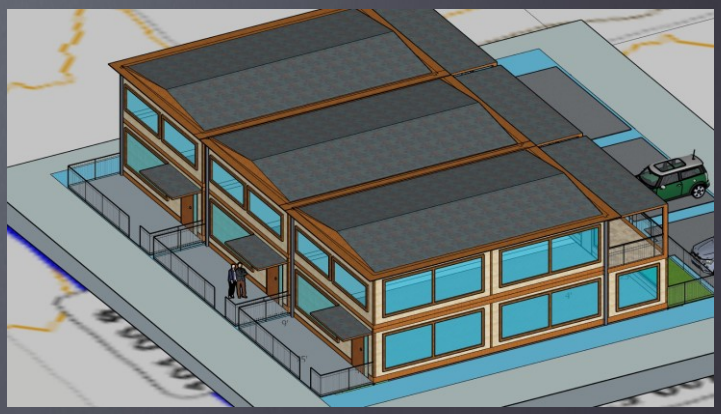
Plan Graphics Class



Final deliverable for the Plan Graphics class





Community Development

These design recommendations were done for the community of Arlington, Washington. The primary goal of this group project was to gain feedback from the local community about how they felt the Centennial trail could be improved and then provide visual representations incorporating their ideas and wishes. The main feedback we focused our designs on dealt with increased safety, increased amenities and improving the overall attractiveness of the trail. I created all these designs using Sketchup.

Overview of the Centennial Trail

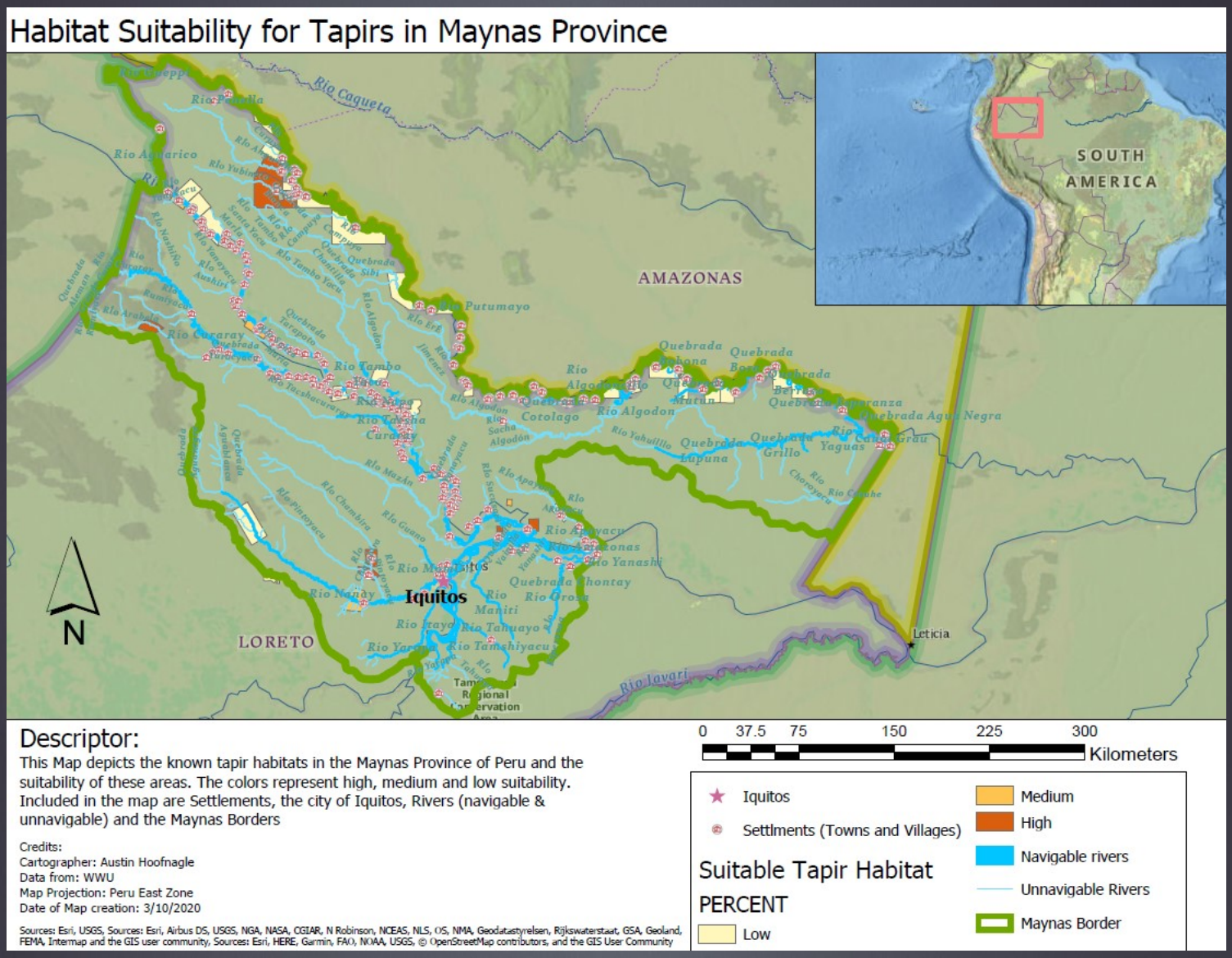
Community Development Continued

Downtown crosswalk with improved safety features (crosswalk, speedbumps increased lighting and signage)

Added signage, restrooms, bike racks and trash receptacles

Added lighting, and amenities

Geographic Information Systems (GIS)



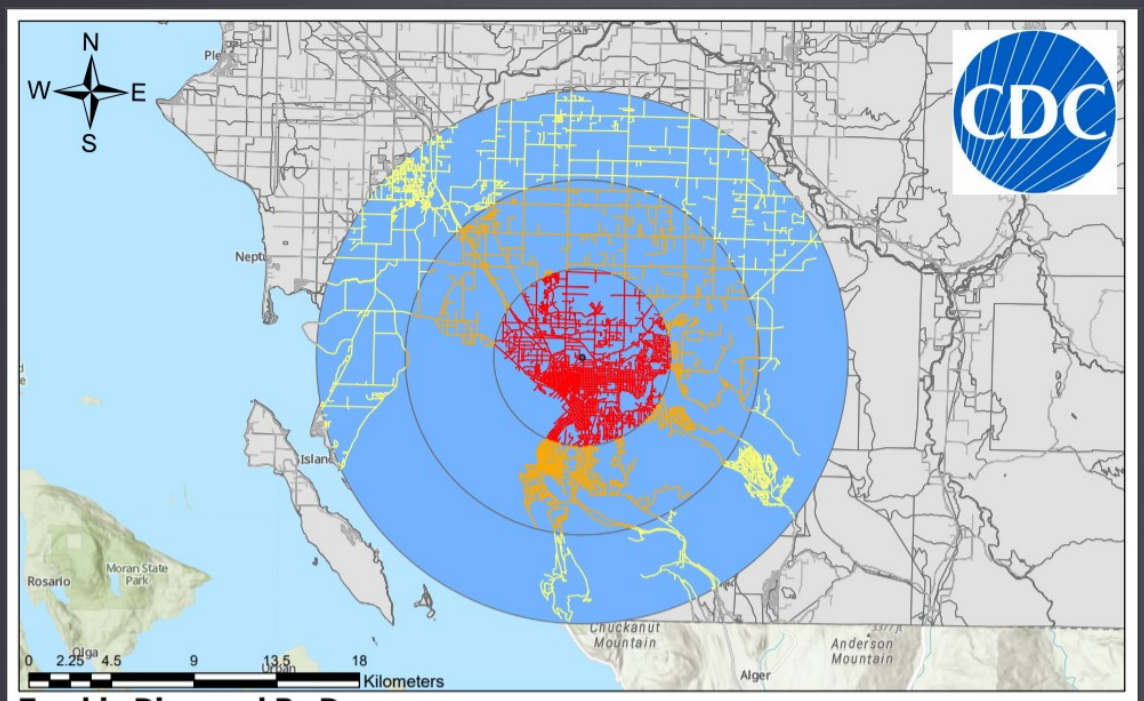
Descriptor:

This Map depicts the known tapir habitats in the Maynas Province of Peru and the suitability of these areas. The colors represent high, medium and low suitability. Included in the map are Settlements, the city of Iquitos, Rivers (navigable & unnavigable) and the Maynas Borders

Credits:
Cartographer: Austin Hoofnagle
Data from: WWU
Map Projection: Peru East Zone
Date of Map creation: 3/10/2020

Sources: Esri, USGS, Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

GIS Continued

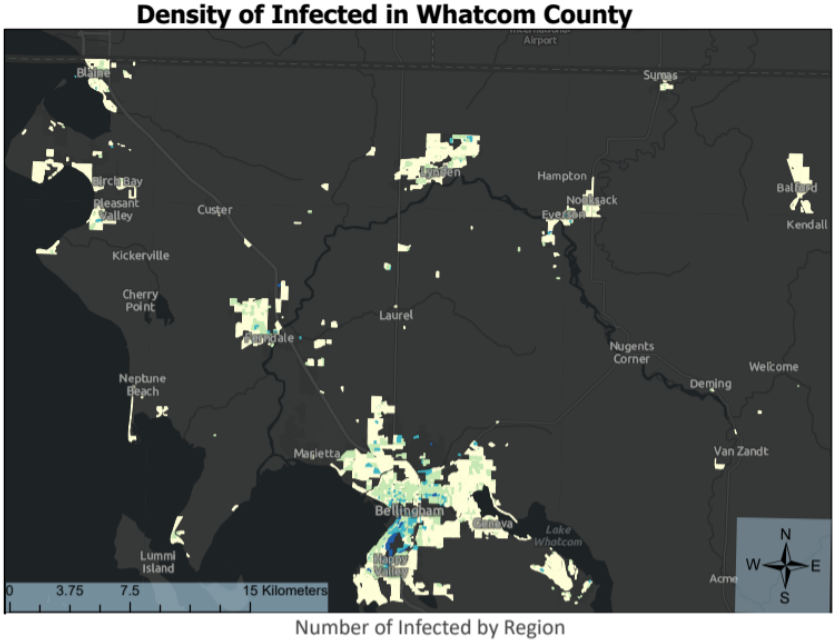


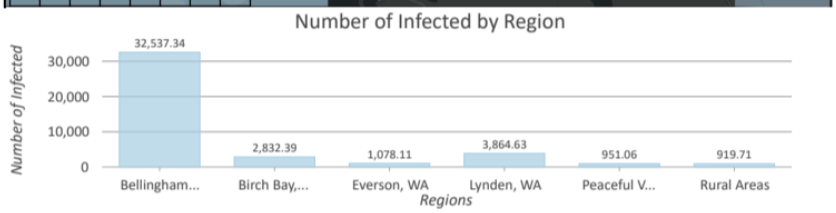
Zombie Dispersal By Day

This map shows the possible progression of the Zombie virus. It focuses on a nine mile radius. Peace Health St. Josephs is at the center because of the high likelihood of being an outbreak epicenter. Roads are highlighted as corridors that transmission of the virus could move along each day. The first being in red, second orange, third yellow and the fourth gray. Each color represents the the zombie dispersal severity over three days. Zombies move at a rate of three miles per day.

Legend
- Day 4+
- Day One
- Day Two
- Day three
- Peace Health St. Joseph Hospital
- 3 Day Buffer

Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community, Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community Authored by: Austin Hoofnagle Data From WWU





Density of Infected

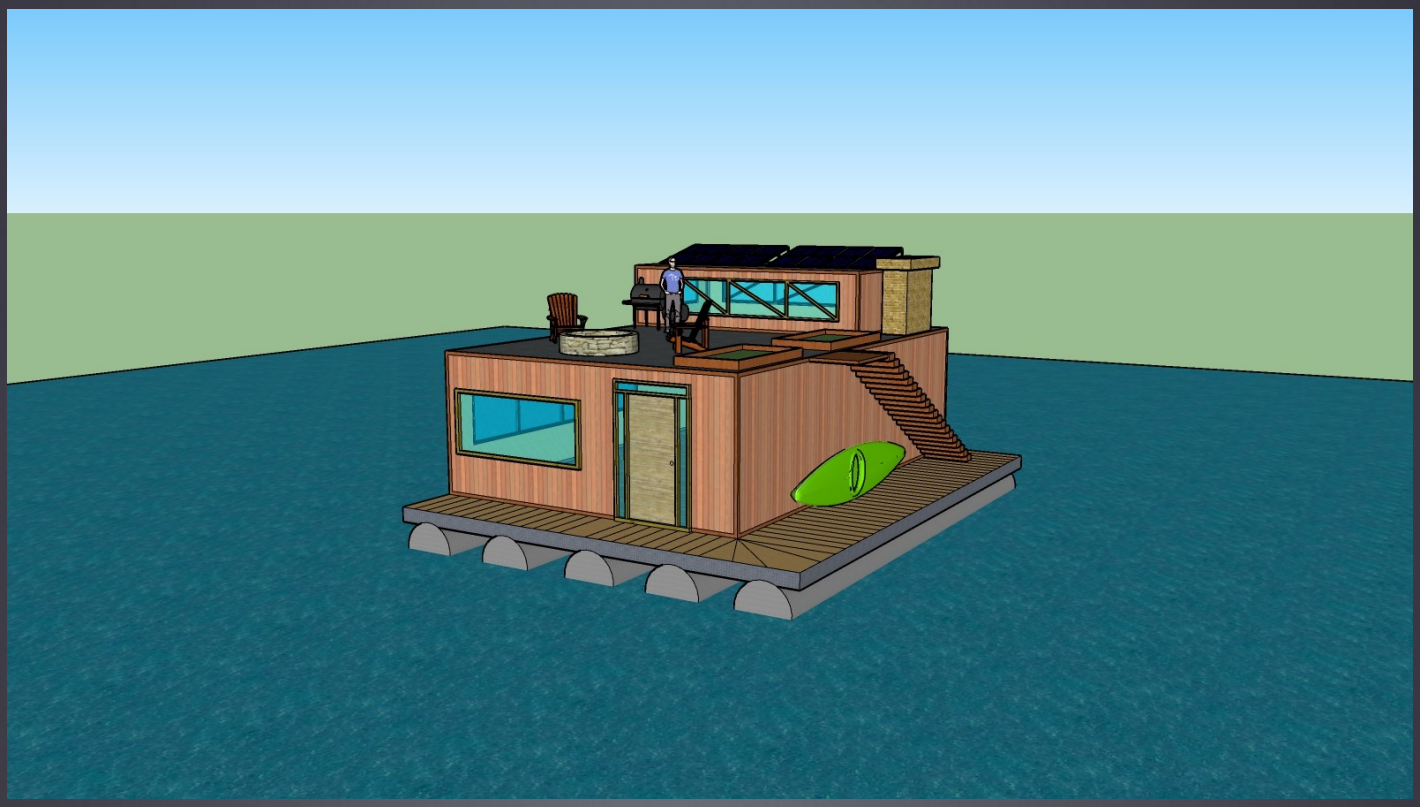
Idensity
- ≤1682.237528
- ≤3165.280121
- ≤6188.031868
- ≤14865.487280
- ≤30140.046296

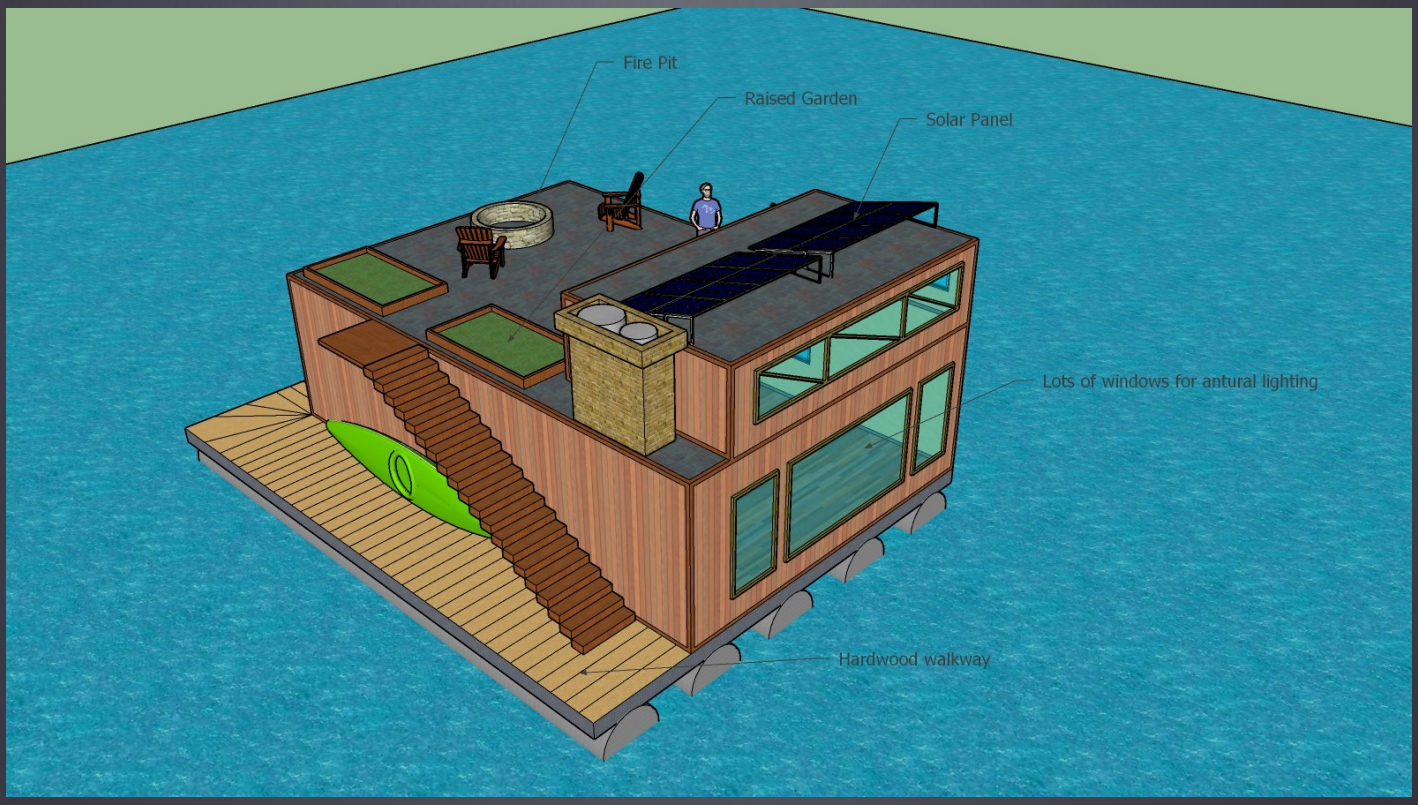
This map represents the density of infected individuals (infected Per square mile) in Watcom county. As of now 33% of the population has contracted the virus. The bar graph at the bottom shows the number of infected people by region. With the highest number of infected in Bellingham. The map colors with the lightest shades represent relatively low levels of infected people. While progressively darker colors represent higher levels of infected people.

Credits:
Authored By: Austin Hoofnagle
Data From: WWU

Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

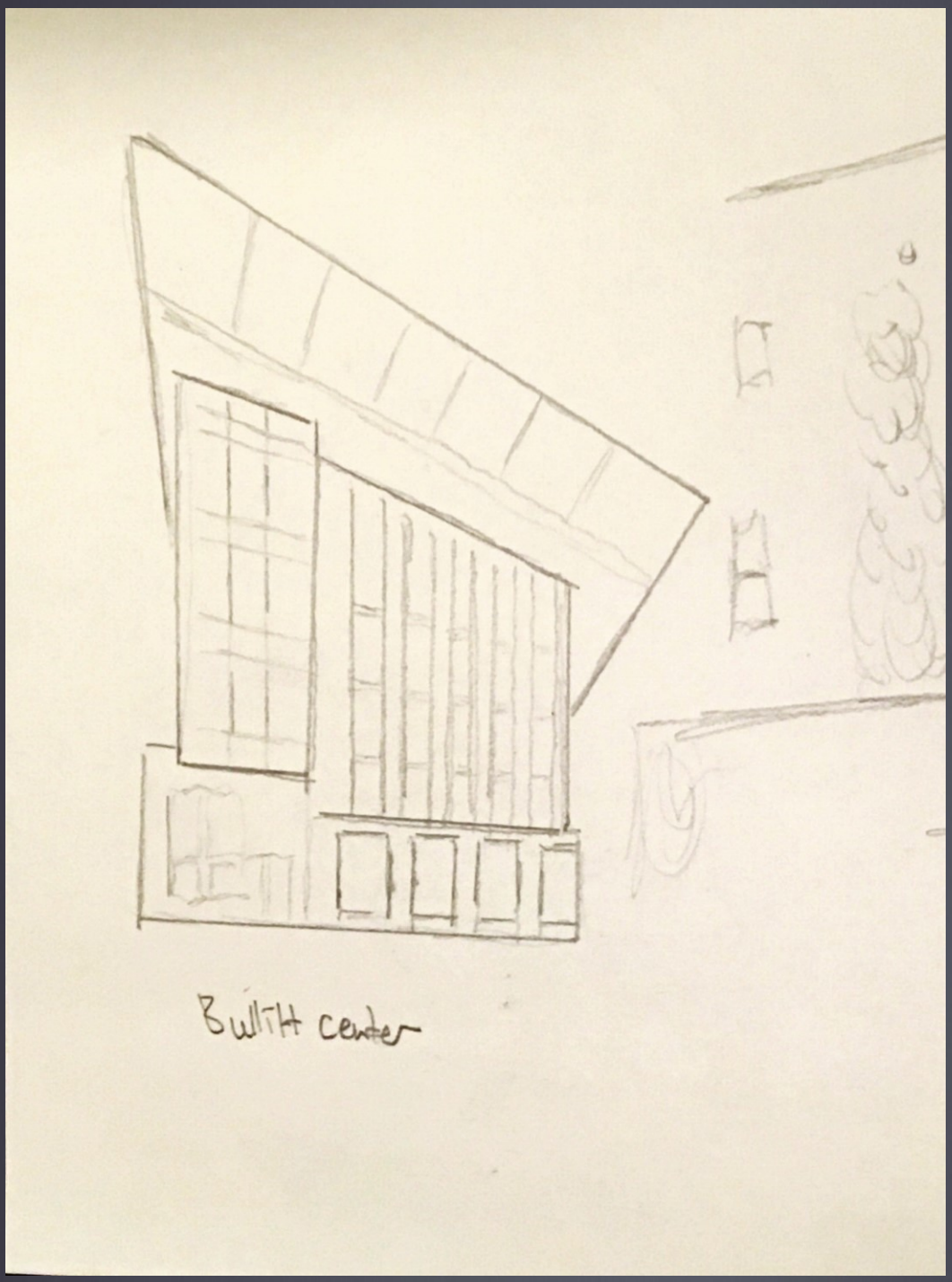
Personal Sketchup Design



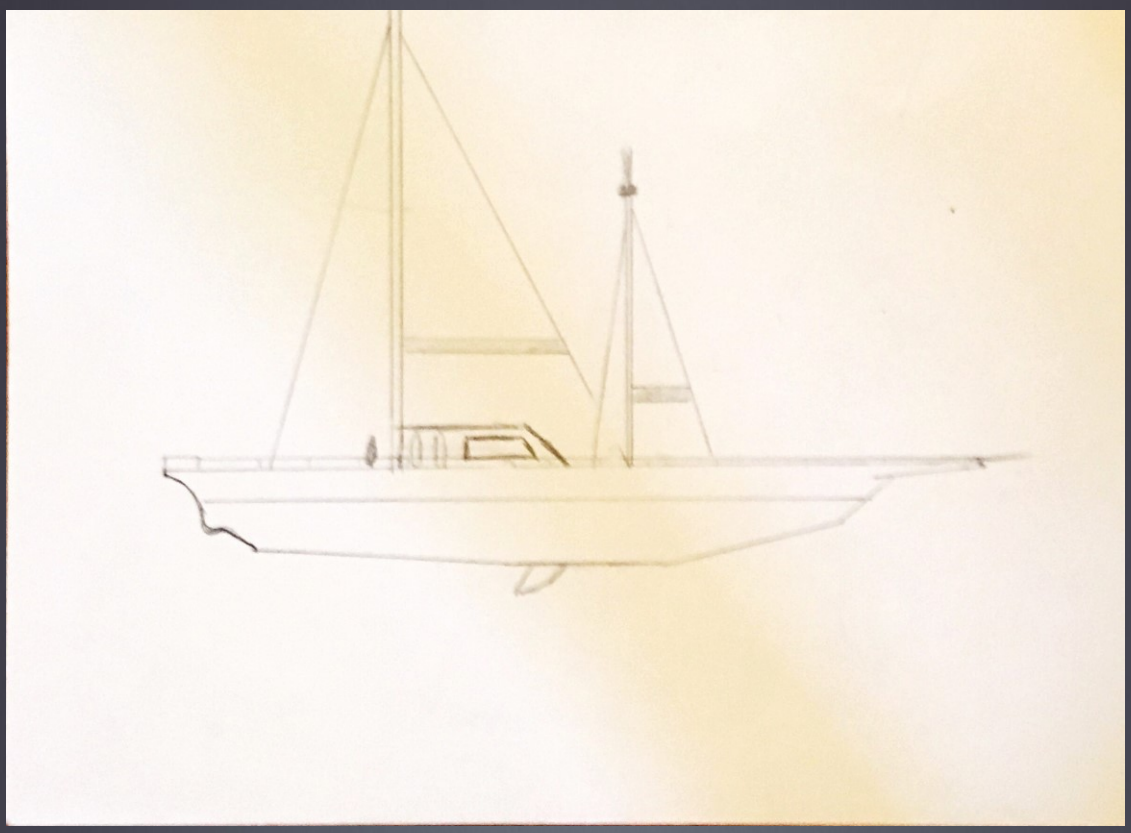


Custom boathouse with sustainable features

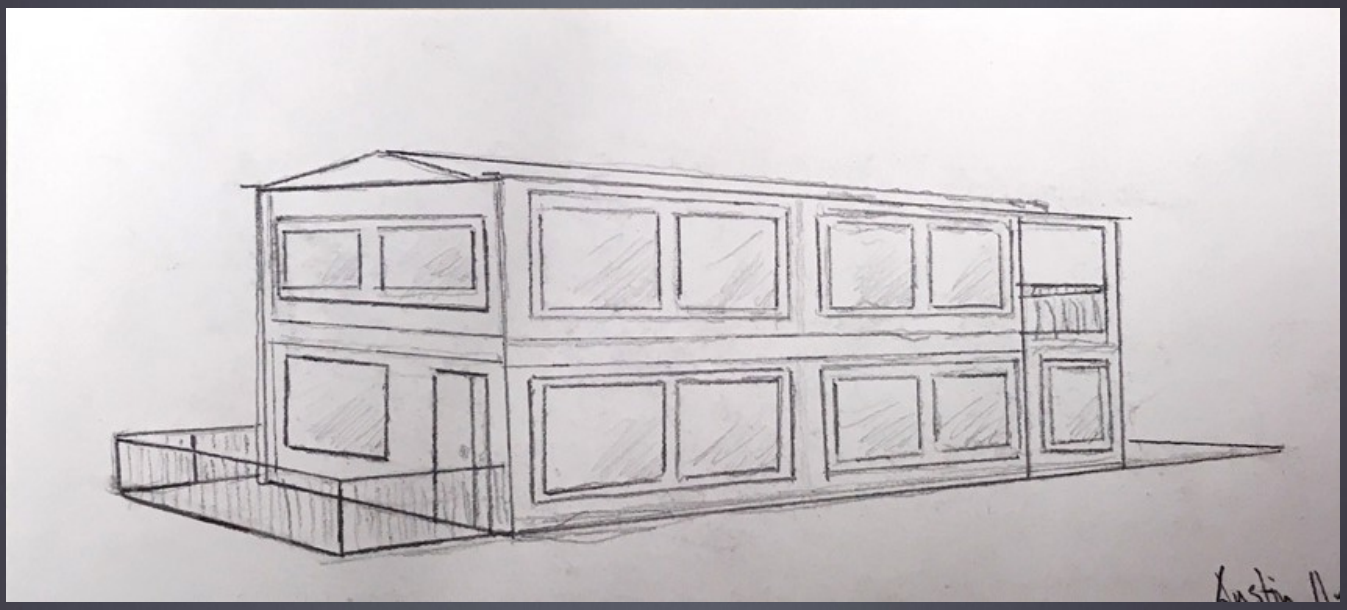
Personal Drawings



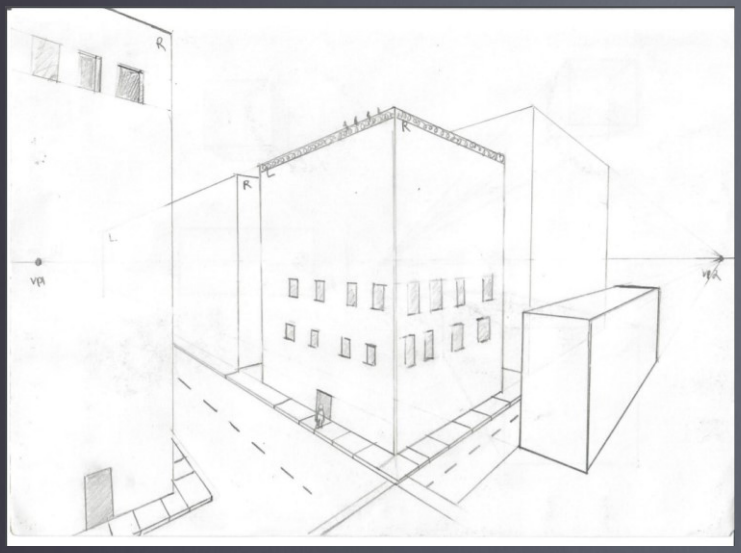
Drawing of the Bullit Center in Seattle



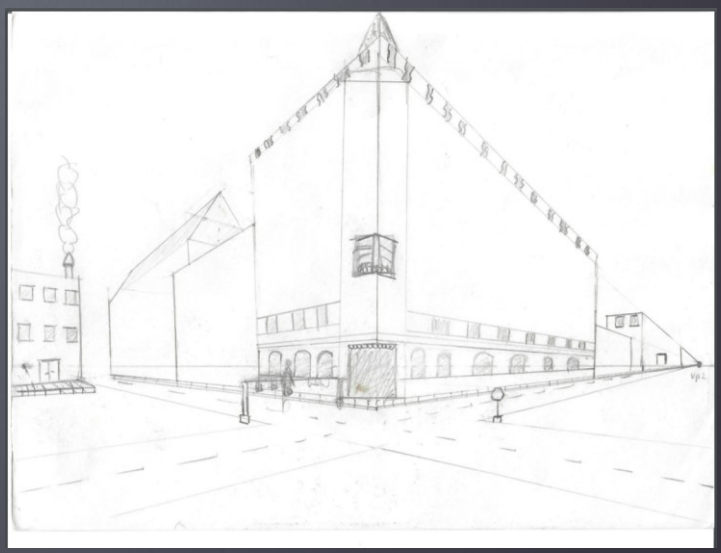
A sailboat



Rough design of a home for the Plan Graphics class



Painting and sketches of urban settings. These are from when I first began practicing perspective drawings



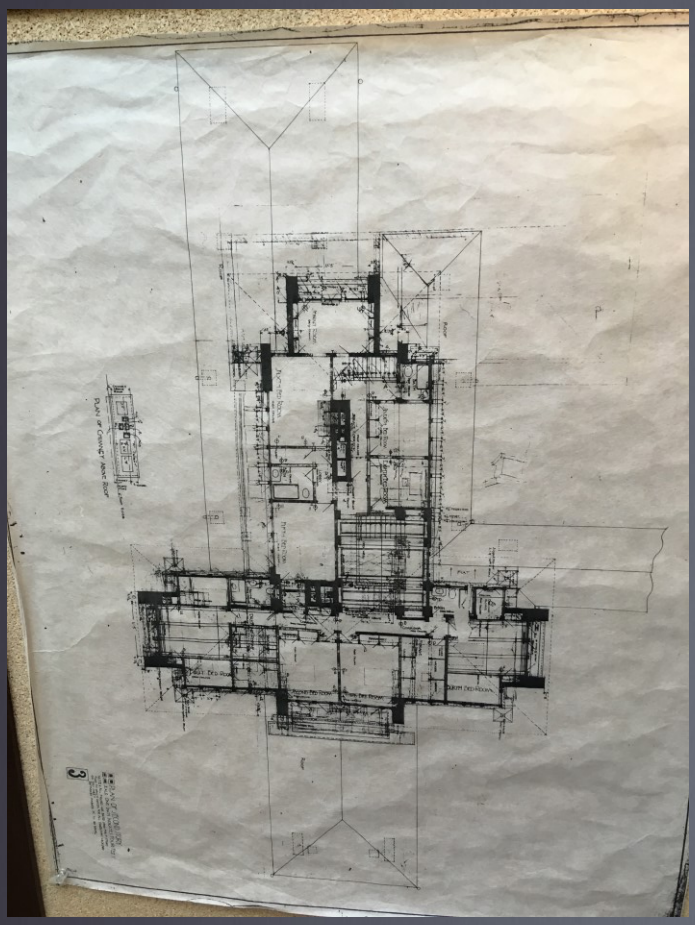
Photos

Vancouver

Two photos of buildings in Vancouver BC. I liked both for their modern forms. The lower one I felt incorporated the use of vegetation in an aesthetically pleasing way

Photos Continued

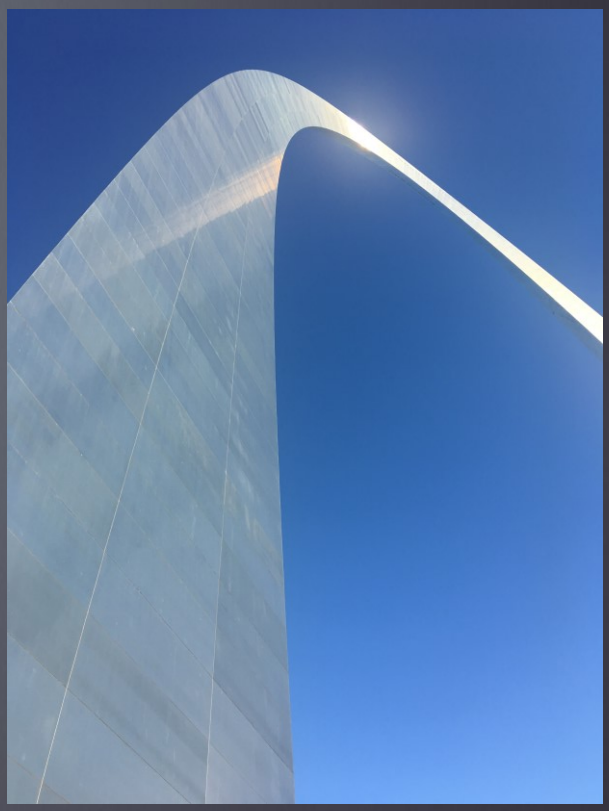
Chicago: Frank Lloyd Wright



Touring Frank Lloyd Wrights homes and seeing his designs helped inspire me in the plan graphics class

Photos Continued

Photos taken from Sears Tower in Chicago. The St. Louis Gateway Arch in Missouri. An urban map from Savannah Georgia during a visit to SCAD



Austin Hoofnagle
Mark Pederson
ENVS 161
Project Article
11/12/19

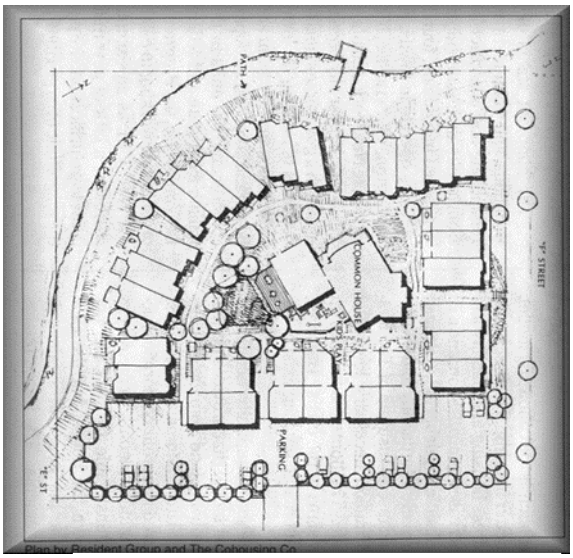
Co-housing
As a solution to lack of affordable housing in the United States

https://www.stuff.co.nz/nelson-mail/news/93711146/nelson-cohousing-community-proposed-as-affordability-and-sustainability-solution

Many people have heard the term Affordable housing crisis in one setting or another. This term is thrown around quite frequently in this current climate, in which for many the prospect of affording their own home or dwelling is a far-off dream and seems entirely out of reach. This lack of places for people to live and thrive at an affordable rate has a profound effect on the wellbeing of citizens and the very social fiber of our societies. More and more people from Planners, politicians, all the way down to the average citizen have come to realize this is a serious issue and with increasing consciousness of the problem people are trying to come up with viable long term solutions. Solutions that not only create an environment in which people can afford to purchase a place to live but also strive to make living space more social, equitable, economical, and healthy. One solution that has proven successful in many places around the world as a way of providing an affordable means of living is the idea of co-housing. Aside from having social and environmental benefits for its residents, it furthermore, creates a sustainable and affordable way to live. Co-housing for many is a foreign unknown concept. What This Article aims to touch upon is to describe what cohousing is and how it has

been done successfully elsewhere. Above all though the goal is to show how with the help of local government and planners it may be a viable option to alleviate the growing problem of a lack of affordable housing in the US.

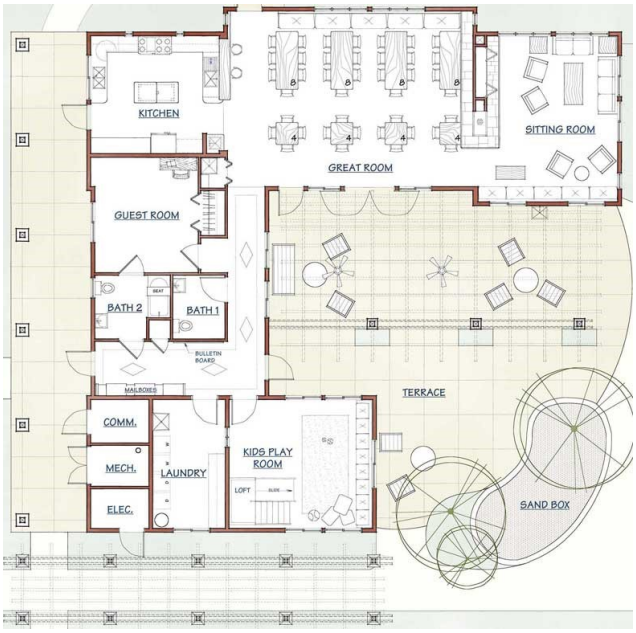
Affordable housing as defined by the Department of Housing and Urban Development (HUD) consists of dwellings in which families or individuals pay less than the 30 percent of their income. Although that figure is arguable because for many even 30 percent is seen as high. Anything requiring people to pay more than 30 percent would be defined as unaffordable. For the people paying more than this threshold they are at a far greater risk of being cost burdened and may have difficulty affording necessities like food, clothing, healthcare and the very housing itself. HUD estimates 12 million renter and homeowner households now pay more than 50 percent of their annual incomes for housing. Which is a drastically high percentage. They go on to express that “a family with one full-time worker earning the minimum wage cannot afford the local fair-market rent for a two-bedroom apartment anywhere in the United States”. The lack of affordable housing is on the rise snd what is plainly clear is there needs to be a way of providing more affordable housing to the general population and this is where co-housing comes in.



http://www.ecovisionquest.com/cohousing.htm

Co-housing to a degree it is exactly what it sounds like. It is a communal cooperative way of living in which residents form a tightly knit social structure focused usually on shared values and participation amongst residents. According to the Cohousing Association of the US in the broadest sense it is “a collaborative way of living that fosters connectedness, increases social capital for residents and creates opportunities for more conscious use of social, natural and man-made resources”. It is a method of living in which each resident or family have private ownership of their homes but with a twist. They have all the amenities of regular home. Kitchen, showers, bathroom, living room etc. The difference is in that these houses are clustered or grouped around a shared space. What is commonly referred to as the common house. The common house is a key aspect to the philosophy and design of a cohousing community. This is the building in which residents partake in communal gatherings. Such as group dinners, family meetings and even birthday celebrations. Many have a large dinning hall accompanied by a kitchen, sitting area, bathrooms and extra sleeping areas. Many other amenities can be incorporated depending on what the residents want. Aside from the design aspects that form a cohousing community there is also a distinct philosophy and social construct behind it. It consists of strong social structures in which residents not only socialize to a degree are there for one another and take care to ensure the wellbeing of all involved.

The idea of co-housing is far older than one would think. Throughout history up until very recently many groups of people have lived in shared spaces and actively engaged with one another. Although in modern times there has been a shift. With people becoming more disconnected from one another and from the spaces in which they inhabit. Modern Co-housing acts to reveres this shift and was first established in Denmark in the 1960's to combat bring back many of these tight knit social values. The first two to be constructed in the country were built by Jan Gudmand-Høyer around 1966 with the help and participation of likeminded people who also shared the desire to live in a shared community. Once constructed the two community's named Saettedammen and Skråplanet took in sixty families. These two communities proved to be extraordinarily successful in showing how a cohousing community could operate in a modern society. Both are still thriving up to the present day. Following their inception, the idea of co-housing has spread around the world going to other areas of Europe and even parts of the US and Asia.



https://bellcoho.com/availability

There are many benefits of creating a co-housing community and more specifically help to create more affordable housing. Firstly, there is apparent social value within these communities. As people tend to feel more connected and interactive with other residents. Additionally, it is a far more sustainable and environmentally friendly approach to living. Many cohousing communities reduce their use of power by using solar panels and rainwater collection systems. They tend to have shared washing and drying areas for clothes. Plus, their geographic locations tend to be within walking distance from shops or even have some shops of their own within the community itself. Many also provide their own food by incorporating communal and personal gardens for the growing of produce and some have livestock. All of which cut down on their carbon footprint and energy consumption.

http://mountainviewcohousing.org/

These environmental and social benefits also translate into inherent economic benefits. Many of which are linked to the idea of affordable housing. For instance, people who walk possibly wont drive as much or do not even have a car to begin with. Plus, with access to many foods all within the community the need to grocery shop can also be decreased or eliminated. Along with access to water and power as both to a degree can also be provided within the community. The homes within these communities are on average much smaller in size than an average single-family home and thus cost less to rent or buy outright. This also means that they are easier to maintain and power with less cost. This all can amount to hundreds if not thousands of dollars saved while reducing the amount of money an individual or family must pay to get groceries and the energy required to power their homes. These all translate into more money saved and money that can be put back into the cohousing community. All these attributes of a cohousing community create a way of living that is far more affordable for many people.

Since the advent of co-housing in Denmark the philosophy around these types of communities has spread far and wide. Many places in the world now have co-housing communities in one form or another. Some are for the elderly; others are for families or people wanting to have beneficial impact on the environment. Each community has their own unique features. One prominent example within the US is Bellingham Cohousing located in Bellingham Washington. This cohousing community was started in the late 1990's and shows one method of how cohousing within the US has been successful. Land was purchased in 1997 by six original members. Then in 1998 after the area of land had been designed the planning commission passed an amendment allowing for co-housing within the Bellingham area. Finally following construction in March of 2000, the first family was able to move in. Now there are 33 households. According to their guiding principles "We aspire to create a collaborative, multi-generational community where we place a high value on kindness, respect, gratitude and

shared responsibility. We honor each person's unique way of being and support each other's interests, skills and contributions to our community, the larger community and the planet". This is a prime example of cohousing at a local level within the US shows that with the help of local municipalities along with the input from planners and planning commissions cohousing can be adopted successfully elsewhere.

Cohousing as a philosophy and way of living has taken hold in parts of the US as it stands there are some challenges and hurdles to implementing co-housing on a larger scale. One of the biggest problems is psychological in that for many the ideals of the American way of living are rooted in individualism with an emphasis on single detached family dwellings all of which is still firmly rooted within the culture. Although with things like climate change, a lack of social interaction and rising home cost many are coming around to the idea of changing their living situation. Although there may significant push back from developers and people who see cohousing communities as threat to the already established way things are done. Planners can play a key role in the implementation of these cohousing communities in a few meaningful ways. First off, it comes down to providing and helping plan for better transit and more walkability weather in a town, city or suburb because many of these communities have residents who either use cars less frequently or choose to walk. In Europe this is less of a problem but in the US with a historical emphasis on automobile use it can make it hard for communities like these to be connected to the rest of the urban world. While most cohousing communities buy the land with the direct investment from residents there are also many legal hurdles. If planning commissions in link with local and state government can find ways of passing amendments or ordinances to change zoning regulations that would allow for cohousing it would make it easier to enable these communities to be established. Other aspects would focus on areas for the repurposing and reuses of already developed land and again zone it for cohousing. In many areas within the current US urban structure there is abundant space that has already been developed in one form or another but is not being utilized. These areas especially in urban centers can be repurposed for cohousing and orientated in ways that allow accessibility to transit, shopping and work areas for residents.

A lack of affordable housing is a serious problem for many people in the United States but as with any problem there are solutions. While there are many hurdles and legal changes that must be made in the case of providing affordable housing one options is to create and establish more cohousing communities. With the help of planners, municipalities and the direct input and action from residents these challenges can be overcome, hopefully with the creation of a more affordable, equitable way of living in the future to come.

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file:///C:/Users/Owner/Downloads/Housing_Development_Toolkit%20f.2%20(3).pdf

file:///C:/Users/Owner/Downloads/whatworks_Community%20Development_fullbook%20(4).pdf

Austin Hoofnagle
Transportation Planning
Professor Stangl
3/8/2020
Sustainable Transportation Project

Electric bike incentives and methods

With the environmental challenges facing the word now many people want to find ways of decreasing their carbon footprint and having a beneficial impact on the environment. One way of doing this focuses on transportation and the way in which we travel and how our choices can either be a benefit or detriment to the environment and community. Many people are becoming more transportation aware and how it affects our lives and wish to travel in a way that is not only environmentally friendly but also equitable and accessible. One mode that is not new but has been evolving is that of bike riding especially that of the electric bike. With the emergence of new bike infrastructure in Bellingham, primarily with the implementation of new bike lanes in many areas biking from location A to B has become more attractive for many. Areas that formerly were not safe or accessible for bikers now are and hopefully as time progresses ridership will increase. E-bikes comprise an ever-growing level of usership locally and worldwide. With that increase in growth there are many ways in which Bellingham has the opportunity to increase usership through varying infrastructure, policy and incentive programs that will lead to a more sustainable and environmentally friendly mode of transportation.

Reasons behind the increase in electric bikes can be attributed to several factors that involve both individual and external benefits. First and foremost, they are overall environmentally friendly. While of course a common bike is more friendly the carbon footprint

from an E-bike is also very low and certainly lower than driving a car or even taking a bus. According to an article in Forbes magazine titled *As Transportation Costs, Emissions Grow, Electric Bikes Offer An Efficient Alternative* they express that "E-bikes are charged using low-carbon energy sources like residential solar panels, but even if powered by a dirtier electricity grid, they are still the most energy-efficient form of motorized transport, consuming the electricity equivalent of about 1,000 miles per gallon of gasoline". Furthermore, they are more cost effective for an individual in the long run. E-bikes are in no way cheap ranging from a few hundred dollars up to a few thousand but for many theses' prices are a far more reasonable than purchasing a car. After an initial purchase if ridden enough these E-bike will pay themselves of and save an individual money that may otherwise have been spent on gasoline and maintenance fees inherent with the ownership of an automobile. The most expensive thing in terms of maintenance would be in the form of battery replacement which ranges from 500-800 dollars. The thing to remember is many manufactures guarantee one thousand full charge rides before replacement and can last anywhere from 2-3 years. These costs may seem somewhat high to start with but over time amount to relatively small number even as low as a few dollars a day. Another factor is the range in which a person can travel with an E- bike vs. a regular bike. The Forbes article also states that they many E-bikes have a rang up to "60 miles per charge" with the average for most being around 20-35 miles per charge. This makes the idea of riding an E-bike far more attractive in that a person who may have only had a limited range of say a few miles with a normal bike can now travel far greater distances with greater ease. Finally, there are inherent health benefits for people who choose to ride rather than use a automobile.

Aside from the personal benefits E-bikes provide there are also external benefits. For example, more people riding E-bikes that have a much higher range again means less people driving to areas that with a regular bike would have been to far away and required car or bus use. This in turn cuts down on congestion and emissions. Furthermore, less people using cars means less wear and tear on roadways. One article dealing with the environmental impacts of E-bikes states that "They are lighter and generally cause less damage to the roads than other, heavier forms of transportation. When cars and trucks damage the roadways, heavy machines are used to make the necessary repairs. These machines have high emissions that add to pollution and further damage the environment". This express that E-bike in a sense provided two forms of road relief in that they cause less damage and due that heavy carbon producing repair vehicle aren't needed as often. All of these benefits both for the individual user, community as whole and environments have led to the increased use of E-bikes.

Since bike usership and that of E-bikes seem to have become more popular there are many possible ways in which Bellingham can incentivize and increase the levels of E-bike use in the local area. One way that is already being utilized is that of infrastructure. In even just the last few months of 2019 there has been huge and expanding infrastructure in terms of adding new and improved bike lanes within the area. Since 2002 according to "Bellingham bicycle connection network" plan they have already removed many miles of what was once roads and parking areas and replaced them with bike lanes and with the approval of some of their newer plans there will be many more miles to come. While this plan may be costly in the range of millions of dollars it could be argued that the long term effects on just the wear and tear of roads and the maintenance involved will be far lower if bike usership increases and that's just

one benefit among many others that would hopefully save Bellingham some money over the long run. All of this increased infrastructure in turn has provided many people with transportation routes via bike that would previously not have been accessible or unsafe to travel along and with construction underway people now have an ever-growing area in which bike use is possible. One other aspect that could be incorporated in relation to E-bikes is providing solar powered charging cells along prominent bike routes. This would provide people with the option to charge at a park or near downtown businesses. This may in turn make it more attractive to ride an E-biking knowing there are places in which they could be charged. They in turn could also provide repair stations like the one on Westerns campus so that bike users not just those one E-bikes have the ability to use them. While cost figures on an idea such as this are not readily available the cost of say installing a residential *Tesla* charging station is about 1500 dollars. Furthermore, a city council report out of Sana Monica dealing with installing new parking meters were looking to install 1,600 parking meters costing roughly 4,500,000. Based on this estimate, then the cost of a parking meter to be installed would be roughly 2,800 dollars. If these two values that of the tesla charging station and that from the cost a parking meter installed could in theory be the relative cost to install an E-bike charging station and with Bellingham being a far smaller city than Santa Monica would probably need only a handful of stations spread over the biking network area. Therefore, the cost while not accurate could reasonably be within only a couple hundred thousand dollars plus annual maintenance fees. Overall the infrastructure plans that are already in progress or could be implemented may be the greatest deciding factor that can help to increase E-bike usership within the local area.

Finally, on a larger scale locally or regionally political polices could be put in place that would incentivize the purchase and or use of E-bikes. One possible policy could involve giving tax refunds or write offs to people and companies who purchase an E-bike. In the Netherlands one policy in place is that of tax-free bikes for employees. The way in which this works is that "Every Dutch employer has the possibility to deliver a bicycle for his employee once every three years as part of a tax-free salary, with a maximum of 749 Euros". Then it is broken into two options. The first involves an employee purchasing the bike with an income tax statement. The second option is the company buys the bike in which case they are the owner, but the employee can use it at will. This is only one option that involves some form of tax break. Another option would be to pay people to ride bikes. This to many might sound ludicrous but again the Netherlands has system in place that is in essence another tax break but for the miles or in this case kilometers ridden. If policies and plans such as the two listed above were to be implemented in the local Bellingham area people may be more inclined to spend money on an E-bike if they knew they would be rewarded for their efforts. People tend to be far happier to receive carrots than sticks (Aka positive over negative incentives).

With the rise and popularity of Electric bikes it seems logical that their they will continue to grow. All of these policies and infrastructure projects could very well be the best ways to increase E-Bike usership and even that of regular bikes within the Bellingham area. These would not only provide a mode of transportation benefiting individuals striving to be healthier, and more environmentally conscious but can also serve as a sustainable form of transport within the local area.

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Austin Hoofnagle
Coulter
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Ethno Research Essay

What is a Discourse and their relation to ethnographic studies?

According to James Paul Gee in his academic paper *what is Literacy* Discourse is "a socially accepted association among ways of using language, of thinking, and of acting that can be used to identify oneself as a member of a socially meaningful group" (1). Discourse occurs in a social, cultural, and environmental context. Additionally, discourse is an identity kit that instructs a person on the ways to act and talk to be recognizable by others within the discourse that a person is engaging. Discourse plays a key role with who and what people associate themselves. This is especially true when thinking about a culture and the people in those cultures. This is what ethnographers try and do each day. Ethnography is the "systematic study of people and cultures". They try to study the discourses within a social group that contributes to a unique culture which separates itself from other cultures. Every culture has its distinctive discourse. The study of these discourses is what creates a lager story of that culture and the people within.

Discourses in a sense are what help to make up a person's identity within society. Each person as an individual has thoughts, characteristics, a way of acting, communication, etc.…that puts them into groups or "Discourses". Discourse, whether people realize it or not, are all a part of our lives. They come in many forms and Gee lists some examples such as "Being an American or a Russian, being a man or a woman, being a member of a certain socioeconomic class, being a factory worker or a boardroom executive, being a doctor or a member of a sewing circle, a club, a street gang, a lunchtime social gathering, or a regular at a local watering hole" (22). Here he is saying that there are vast numbers of discourses in which an individual can be a part of. This also expresses how broad discourses can be and encompass many people from all walks of life. Such as the case of being an American or Russian. Discourse can also be specific and only encompass a few people like in the case of being in a sewing club or book club focusing on Harry Potter. Most people have many discourses that have both the broader and the specific types. This is important in that these discourses come together to create a person's identity. A person can be an American, who speaks English, is in college and is on a soccer team. Each of these are discourses and create who a person is. Each of the varying discourses above while unique to that individual are also shared amongst others as well. The individual is not the only person on the soccer team.

While discourses may come in both broad and specific categories, they all have things that separate them from other discourses and do not allow them to blend together. While at the same time all discourse has characteristics that define them as a discourse. According to Gee discourse all share certain common characteristics. One characteristic of importance is that "Discourses are inherently ideological" (22). This means that each discourse has its own set of ideas and ideals that separate it from any other discourse. For example, if you are affiliated with a political group those ideals within that group are different than those of another political group and thus have a different ideologically.

Gee goes on to state "Discourses are resistant to internal criticism and self-scrutiny since uttering viewpoints that seriously undermine them defines one as being outside them" (22). This statement means everything that makes a discourse what it is concrete and rigid. For instance, when relating back to a political affiliation one would not try to bring in ideas or ideals from another political party as that would go against the ideals within the discourse at hand. This is important in that it shows that discourses are inherently unique from one another and cannot be changed into another discourse. A discourse is what it always has and will be.

Another important aspect of discourses is that there are primary discourses and secondary discourses. Primary discourses are ones that are learned through acquisition. Acquisition as described by Gee as:

A process of acquiring something subconsciously by exposure to models and process of trial and error, without a process of formal teaching. It happens in natural settings which are meaningful and functional in the sense that the acquirer knows that he needs to acquire the thing he is exposed to in order to function and the acquirer in fact wants to so function (23).

What this conveys is that primary discourses are usually taken in by the individual on a subconscious level and is never directly taught. For instance, learning to walk or a person's first language are all forms of primary discourses. No one directly taught a child how to speak or walk; they just acquired these skills mainly as a subconscious way of survival. It happened by hearing and seeing others do it. At first the child may not have been able to pronounce full words or tried walking and fell over. With time though, along with some trial and error, the child eventually acquires these skills. This is important to keep in mind because it shows that some discourses inherently exist. We had no choice over how they came to us, they just did, and we did not have any say in the matter.

Secondary discourses on the other hand are discourse that are learned or taught directly to the individual. As described by Gee learning is:

> A process that involves conscious knowledge gained through teaching, though not necessarily from some officially designated teacher. This teaching involves

> explanation and analysis, that is, breaking down the thing to be learned into analytic parts. It inherently involves attaining, along with the mater being taught, some degree of meta knowledge (knowledge about knowledge) about matter (23).

This secondary form of discourse is learned and added on to prior knowledge that may have been acquired or learned beforehand. Take learning to spell out words and then using that knowledge to read and write. First, one would need to at the very least be able to speak the language in question. This language would have been acquired beforehand. From there they may build on that by learning the alphabet. Next, they might learn how to use the letters of the alphabet to create words. Finally, being able to string those words together to create a sentence that express ideas, thoughts, questions, or statements. They have thus used learning to create secondary discourses. They are building upon knowledge they already had. This is an primary characteristic of discourses. In that many discourses are learned in one form or another by gaining more and more knowledge; expanding on the discourse they previously had while also opening them up to discovering new ones.

Primary and secondary discourses are pivotal because much of what we as people do in life deals with both acquisition and learning. In a way it is like the layering of a cake. At the very bottom you have the things that are acquired which are the primary discourses. Then above that layer is another layer of things you have learned and built upon the first layer. These are the secondary discourses. Finally, you layer on some icing and this is the power that the two combined give the Individual. The power over their lives which allows them greater uses and ways to engage in the discourses around them. The power that makes them who they are. Such as what culture they belong to, or by what groups they may distinguish themselves. All these discourses that create a person or a group of people's identities are built upon primary and secondary discourses that have either been acquired or learned.

When discussing the profession of ethnography and its intimate relationship with discourses, an individual must come to see what ethnographers do. They are those whose primary job is the study of people and cultures. According to David M. Fetterman of Stanford University in his book *Ethnography: Step by Step Chapter 2, Walking in Rhythm* Ethnographers "attempt to describe as much as possible about a culture or social group". When trying to study a culture and its people ethnographers have multiple techniques and tools, at their disposal to study the culture at hand and the people within them. Most of their work and much of their studies deal with discourses and go hand in hand with their techniques of observation.

For instance, one of the techniques they use in their analysis of varying cultures is what is commonly referred to as the Holistic Perspective. Fetterman explains that the holistic perspective "forces the field worker to see beyond an immediate cultural scene or scene or

event… [and that] Each scene exists within a multilayered and interrelated context" (18). What he is saying is that ethnographers gather large amounts of data on a culture when out in the field, beyond what is immediately known. For example, an ethnographer may easily see people speaking in a different language or examine how people are interacting with one another that may be unique. If they go deeper, they may find that there are many dialects of a certain language or that people may interact differently depending on age, or gender, or if they are rich or poor. They take all this data and layer it together to create an in-depth patchwork of that culture and its peoples. What is interesting to note is that while the ethnographer is gathering their data, they are essentially studying the varying discourse that make up that specific culture.

Another useful technique used by ethnographers in their studies is that of the emic perspective and multiple realities. This really means that an ethnographer is taking in the subjects' perspective of reality and is incredibly important in their research. Fetterman states that:

> An emic perspective compels the recognition and acceptance of multiple realities. Documenting multiple perspectives of reality in a given study is crucial to an understanding of why people think and act in the different ways they do. Differing perceptions of reality can be useful clues to individuals' religious, economic, or political status and can help a researcher understand maladaptive behaviors (21).

What Fetterman is trying to get at here is that being able to look at an inherent view of reality and the world around them helps the ethnographer better understand why people in each culture do what they do, think how they think and the varying behaviors when combined create a unique culture. This is important in that it can be hard at times to see why a certain person or group of people act and think a certain way. If an individual, in this case an ethnographer, tries to examine and understand the realities of that person or persons, it can give them a better and clearer idea of what comprises and makes that culture what it is. Again, the ethnographer is studying the discourses both primary and secondary that create the realities of the communities and their culture.

How does the profession of ethnography and their studies along with discourse help or even hinder the story of a culture of varying people? When thinking about a group of people that comprise a culture or a group with commonalities, there can be a danger in applying stereotypes to that culture. Thus, creating only a single limited story and labeling, even painting a picture of, that culture in a way that may be wholly inquorate. At the same time if all the data points and discourse that comprises a culture are considered, an overly broad and fairly accurate story of a culture and group can be painted.

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