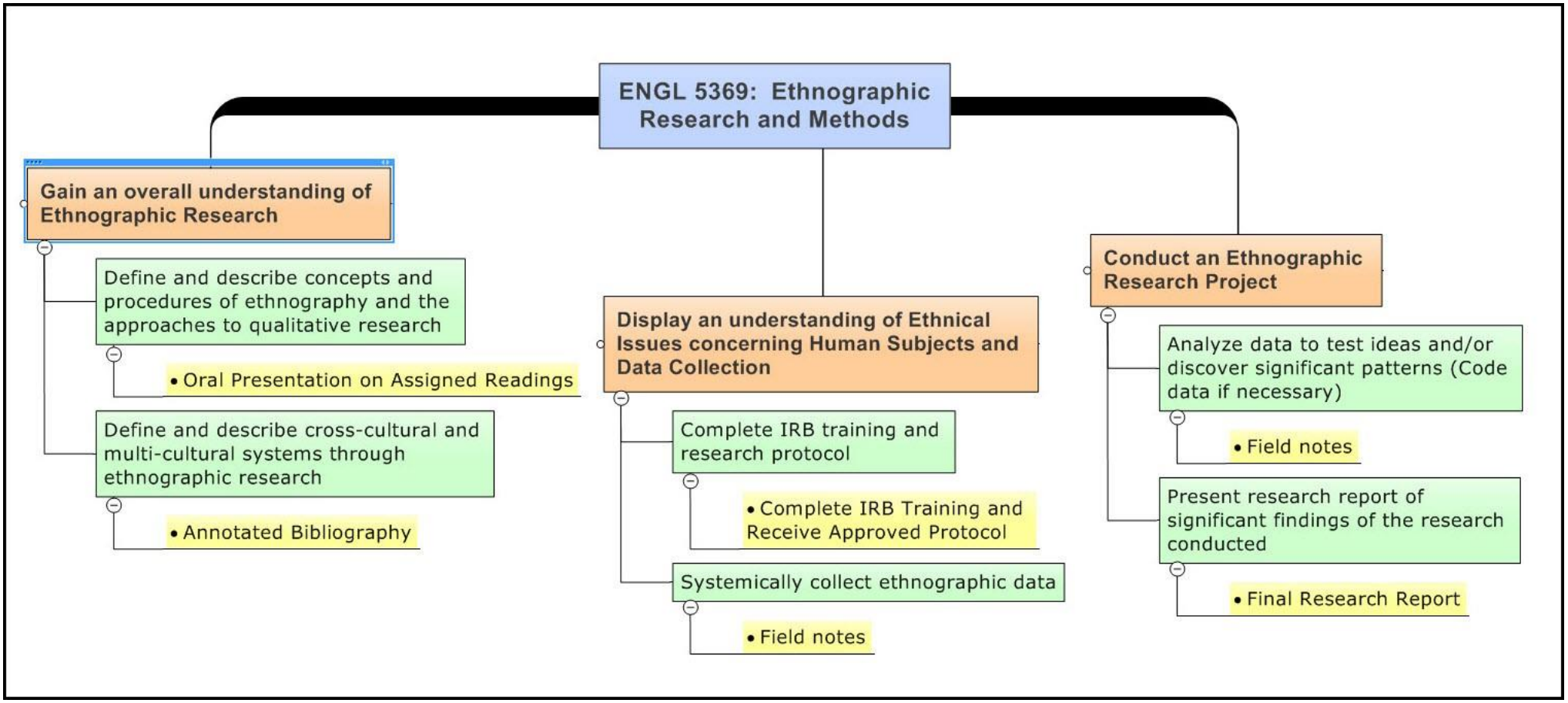Ethnographic Research and Methods: Graphic Syllabus