

# Voices of Silicon Valley

## **First Part of Assignment: Bullet Point Outline/Plan of Final Ethnographic Interview Video or Audio (the Outline is due this Week, but the actual Video Recording/Audio Recording will be due in the Final Week)**

I want to inform all the students that for the final assignment in the final week, they will have to conduct an ethnographic interview of any informant /interviewee/narrator of their choosing, such that the informant lives or works in Silicon Valley. Furthermore, students must make a video or audio recording of the interview. Students must employ anthropological field methods to observe, describe, and analyze the local culture through the process of interviewing and analyzing all the data collected in the interview. They are required to immerse themselves in the field worker's role through interaction with the subject of the study, and they must also perform participant observation, collect oral information from the interviewee/interlocuter, and carry out digital documentation. The objective of the assignment is to obtain an insider's perspective on the subject of one's research. Oral storytelling is a rich resource that can connect us to our shared cultural heritage, and the digital recording of these stories (through videography or audiography) will make them accessible for all time for a wide audience interested in the history and culture of Silicon Valley.

Students must read the relevant chapter from our course textbook: *Perspectives: "Chapter 3: Doing Fieldwork: Method in Cultural Anthropology."*

Again, each student must **interview** at least one person of his/her choosing, such that the interviewee **lives or works in Silicon Valley, and he/she must make a video or audio recording of the interview.**

The California History Center at De Anza College is collecting video interviews about "Voices of Silicon Valley". Some of the video and audio recordings submitted by students in this course may be selected by CHC for addition to their repository of interviews about the people living in Silicon Valley.

<https://www.deanza.edu/califhistory/voices-grant/>

The informant/interviewee/narrator must sign the following consent form showing that he/she agrees to be interviewed by the student for this ethnographic-video-audio-project, and he/she agrees for the California History Center at De Anza College to own

the video or audio recording of the interview (the informant/interviewee/narrator must sign on the form that is for the 'narrator').

Here is the form (it is available as a Word Document and as a PDF, students can use whichever one is convenient):[Download CHC Student Digital Story Release Agreement.docx](#)

[CHC Student Oral History Release Agreement.docx](#)

[CHC Student Oral History Release Agreement.pdf](#)[Download CHC Student Oral History Release Agreement.pdf](#)

The informant's/interviewee's/narrator's consent form should be attached to all parts/phases/assignments for this project.

In preparation for the Final Week video (which will be due in the Final Week), students must use this Week to choose an **informant/interviewee/narrator for the ethnographic interview**. Students must mention what is distinctive about the individual that is being interviewed (occupation/marital status/religion/nation of origin/race/ethnicity/sexuality etc.). The informant's/interviewee's/narrator's name will become the **Title** of the essay. Students must mention this **Title** and compose a **Plan/Outline for the proposed interview in five bullet points, specifying when and how they will conduct the interview**, and the **five main Questions** that they will ask in the interview.

Instructions for this Assignment:

1. For this Assignment, each student must choose one individual to **interview**, such that the interviewee **lives in Silicon Valley**. Students must also mention **when and how the interview will be conducted** and in addition, they must mention **five Questions they plan on asking**. This will be the plan/outline of the video or audio recording that they will eventually complete and turn in by the Final Week.

A Video or Audio recording is **not** required now, it will be required later in the Quarter.

Students should mention:

- **Whom the student will interview**---they will need to interview ONE person of their choice. The interviewee must be **employed** in Silicon Valley, or they must be **resident in the Silicon Valley. Please do mention** what is distinctive about the individual they are interviewing (occupation/marital status/religion/nation of origin/race/ethnicity/sexuality etc.)
- **How and when** the interview will take place.
- **Five questions** the student plans to ask in the interview. In the actual interview, students can ask any number of questions they like (maybe ten questions or so is a pragmatic number of questions to ask in one interview) but do frame at least five questions for now.

The objective of the interview is to record stories connected to the informant/interviewee/narrator, to spark reminiscences of lived experiences, as well as start discussions of current interests and occupations. Please try to record the views and opinions of your informant/interviewee/narrator concerning how he/she experiences the place he/she inhabits, as well as feelings of belongingness or displacement. Do long-time-residents welcome newcomers? Do they work together to resolve local issues? How about nostalgia for the long-abandoned nation of origin, one's former home country?

Consider the work of the famous sociologist Erving Goffman concerning the link between the presentation of the self to others, and social identity; refer to Goffman's theories, asking yourself: What Self does my interviewee want to present to the world, Is she/he wearing a mask to present a certain persona/identity? Furthermore, Does he/she wear different masks in different contexts, making differing (even contradicting) presentations of the Self in diverse contexts/social groups? Could this lead to cultural "code-switching"? What about the effect of cultural conditioning? Does the informant/interviewee/narrator think and behave in the way he/she does, mainly because of cultural conditioning? What was the culture your interviewee was enculturated into, and what culture is he a part of now? That is, what culture has he/she been acculturated into?

The Silicon Valley has a diverse population, and students can always ask questions about how people of various races, ethnicities, linguistic groups, religions and classes, get along in the multicultural neighborhoods, schools, colleges, and workplaces. What about inter-racial and inter-class social alliances? Are they common or uncommon? The typical Silicon Valley work culture of long hours spent in the workplace and giving one's all for employment at multi-billion dollar information technology corporations, or small venture capital fueled start-ups, hoping to make millions when one's start-up company becomes open for public ownership, or the value of one's stocks shoot up, is commonly known. The question students can ask is: Did the interviewee ever participate in such

excitement himself/herself? Was this the work culture the interviewee was acculturated into? Were race, ethnicity, or gender factors in how corporate decisions were made and carried out? Please look at the following articles to think about socialization, enculturation, and acculturation as they played out as far as work culture was concerned in the interviewee's career, as well as personal life, here in the Silicon Valley:

*Optional Resources:*

Irving Goffman: Interaction Ritual

[\*Ethnography Instructions for ONLINE assignment \(1\).docx\*](#)

### **Optional Readings to Explore Relevant Topics for the Ethnographic Interview:**

[Socialization by Thomas Rhys Williams.pdf](#)Download Socialization by Thomas Rhys Williams.pdf

<https://www.loc.gov/static/portals/families/documents/PreservingFamilyStories.pdf>

The following are a few possible questions. Students can use this question-bank to select questions. Or, if they like, students can compose their own questions. Students can ask any number of questions they like (maybe five to ten questions or so would be enough).

Questions:

- 1. How long have you lived or worked in Silicon Valley? What do you think of your Silicon Valley neighborhood or your Silicon Valley place of work? Do you feel connected to your place of work and residence here in the Bay Area. Is there a sense of displacement?*
- 2. Who are you anthropologically (to which cultures do you feel connected)? What are your cultures? Please list the culture or cultures you identify being a part of. How do you define your own culture? How do you know this is your culture? Who helped you belonging to this culture or these cultures? Define your culture. What cultures are you connected to? What history and heritage information do you have for yourself? Do you feel connected to your culture? Why or why not?*
- 3. Name a few favorite food dishes from the culture you identify with. Have you ever been offered or eaten a food item that took you out of your comfort zone?*
- 4. Have you ever had the "Where are you from" question, and felt that it was used to make you feel different, uncomfortable, or like an outsider? What about the question or situation made you feel that way?*

5. *What language(s) do you speak? Do you speak any dialects? Do you use code-switching in your everyday conversations? When exactly do you code-switch languages? Do you code-switch in a single speech event, maybe for specific words? Do you code-switch between speech events? Describe when and why you code-switch. Have you ever been around people who code-switch in front of you? How did it make you feel?*
6. *Do you have a job or are you training to obtain employment? Did your family or culture ever point you in any particular career?*
7. *Do you give or receive gifts in your culture? If so, when, why, and to whom?*
8. *Who do you count as family? Are you married? Do you have any children? How do you define your own sex, gender, and sexuality? Do you think the way you dress helps to establish your gender identity (masculine, feminine, mixed, or neutral)?*
9. *Do you think it is easy for people to move up or down as far as their socio-economic class is concerned? What would you change that you think might help to change your class status?*
10. *Were you raised in any specific belief system or religion? Do you frequently worship or visit any house of worship or religious center?*
11. *What is your favorite sporting event or cultural event? Why do you like it?*
12. *Do you think your attire help in creating your identity? How do you dress? Do you have some favorite accessories or jewelry? Do you have a tattoo or body piercings?*

You can focus on issues like:

1. How your informant chose his/her field or work/occupation.
2. How your informant met and married his/her spouse.
3. Child-rearing, educational practices, entry into job-market etc.
4. Religious/cultural/sports groups your informant has membership in.
5. Membership of any club/religious group/cultural group that the informant have access to---what values and norms does that group espouse, and why?
6. Informant interacting with individuals who are of a different race or religion/unwed mothers/undocumented immigrants/ people with disabilities/alcoholics or addicts/in occupations that are looked down upon by the social mainstream, such as prostitution.
7. Any particular culture/ethnicity/religion/nation-of-origin the informant is distinguished by (to find out about the informant's upbringing and how it affected his or her current values and norms).



## Second Part of Assignment: Rough Version of Final Ethnographic Interview Video

As students are already aware, for the Final Assignment in the Final Week, students must conduct an ethnographic **interview** of any **Silicon Valley resident** informant of their choosing, and they must make **a video or audio recording of the interview**. Students must employ anthropological field methods to observe, describe, and analyze the local culture through the process of interviewing and analysis of all data collected in the interview. They are required to immerse themselves in the field worker's role through interaction with the subject of the study, participant observation, collection of oral information from the informant / interviewee / narrator, and perform digital documentation of the interview. The objective of the Assignment is to obtain an insider's perspective on the subject of one's research. Oral storytelling is a rich resource that can connect us to our shared cultural heritage, and the digital recording of these stories (through videography or audiography) will make them accessible for all time for a wide audience interested in the history and culture of the Silicon Valley.

Please read from our course textbook: *Perspectives: "Chapter 3: Doing Fieldwork: Method in Cultural Anthropology"*.

I repeat, each student must **interview** at least one person of his/her choosing, such that the interviewee **lives or works in Silicon Valley, and they must make a video of the interview**.

For this week's assignment, every student must submit a **Rough Version of the Video or Audio Recording that they have made**. It can be called a "Rough Cut"! If this Video or Audio Recording is of satisfactory quality, then the student will be informed, and he/she should re-submit in the Final Week.

The California History Center at De Anza College is collecting video interviews about "Voices of Silicon Valley". Some of the videos submitted by students in this course may be selected by CHC for addition to their repository of interviews about the people living in Silicon Valley.

[https://www.deanza.edu/califhistory/voices\\_grant/](https://www.deanza.edu/califhistory/voices_grant/)

The interviewee/informant/interlocuter/narrator must sign the following consent form showing that he/she agrees to be interviewed by you for this ethnographic-video-project, and he/she agrees for the California History Center at De Anza College to own the video or audio recording of the interview (the interviewee/narrator must sign on the form that is for the 'narrator').

Here is the form (it is available as a Word Document and as a PDF, use whichever one is convenient to you):[Download CHC Student Digital Story Release Agreement.docx](#)

[CHC Student Oral History Release Agreement.docx](#)

[CHC Student Oral History Release Agreement.pdf](#)[Download CHC Student Oral History Release Agreement.pdf](#)

The informant's/interviewee's/narrator's consent form should be attached to all parts/phases/assignments for this project.

Instructions for this Assignment:

For this Assignment, each student must **interview** at least one Silicon Valley person of his/her choosing, such that the interviewee **lives in Silicon Valley**. Do remember to ask at least **five Questions**. **Please submit the Rough Version of the Video this Week.**

The objective of the interview is to record stories connected to the informant/interviewee/narrator, to spark reminiscences of lived experiences, as well as start discussions of current interests and occupations. Please try to record the views and opinions of your informant/interviewee/narrator concerning how he/she experiences the place he/she inhabits, as well as feelings of belongingness or displacement. Do long-time-residents welcome newcomers? Do they work together to resolve local issues? How about nostalgia for the long-abandoned nation of origin, one's former home country?

Consider the work of the famous sociologist Erving Goffman concerning the link between the presentation of the self to others, and social identity; refer to Goffman's theories, asking yourself: What Self does my interviewee want to present to the world, Is she/he wearing a mask to present a certain persona/identity? Furthermore, Does he/she wear different masks in different contexts, making differing (even contradicting) presentations of the Self in diverse contexts/social groups? Could this lead to cultural "code-switching"? What about the effect of cultural conditioning? Does the informant/interviewee/narrator think and behave in the way he/she does, mainly because of cultural conditioning? What was the culture your interviewee was enculturated into, and what culture is he a part of now? That is, what culture has he/she been acculturated into?

The Silicon Valley has a diverse population, and students can always ask questions about how people of various races, ethnicities, linguistic groups, religions and classes, get along in the multicultural neighborhoods, schools, colleges, and workplaces. What about inter-racial and inter-class social alliances? Are they common or uncommon? The typical Silicon Valley work culture of long hours spent in the workplace and giving one's

all for employment at multi-billion dollar information technology corporations, or small venture capital fueled start-ups, hoping to make millions when one's start-up company becomes open for public ownership, or the value of one's stocks shoot up, is commonly known. The question students can ask is: Did the interviewee ever participate in such excitement himself/herself? Was this the work culture the interviewee was acculturated into? Were race, ethnicity, or gender factors in how corporate decisions were made and carried out? Please look at the following articles to think about socialization, enculturation, and acculturation as they played out as far as work culture was concerned in the interviewee's career, as well as personal life, here in the Silicon Valley:

<https://pediaa.com/what-is-the-difference-between-socialization-and-enculturation/>Links to an external site.

Irving Goffman: Interaction Ritual

[\*Ethnography Instructions for ONLINE assignment \(1\).docx\*](#)

*Optional Resources:*

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<https://www.loc.gov/static/portals/families/documents/PreservingFamilyStories.pdf>

The following are a few possible questions. Students can use this question-bank to select questions. Or, if they like, students can compose their own questions. Students can ask any number of questions they like (maybe five to ten questions or so would be enough).

Questions:

1. *How long have you lived or worked in Silicon Valley? What do you think of your Silicon Valley neighborhood or your Silicon Valley place of work? Do you feel connected to your place of work and residence here in the Bay Area. Is there a sense of displacement?*
2. *Who are you anthropologically (to which cultures do you feel connected)? What are your cultures? Please list the culture or cultures you identify being a part of. How do you define your own culture? How do you know this is your culture? Who helped you belonging to this culture or these cultures? Define your culture. What cultures are you connected to? What history and heritage information do you have for yourself? Do you feel connected to your culture? Why or why not?*
3. *Name a few favorite food dishes from the culture you identify with. Have you ever been offered or eaten a food item that took you out of your comfort zone?*

4. Have you ever had the "Where are you from" question, and felt that it was used to make you feel different, uncomfortable, or like an outsider? What about the question or situation made you feel that way?

5. What language(s) do you speak? Do you speak any dialects? Do you use code-switching in your everyday conversations? When exactly do you code-switch languages? Do you code-switch in a single speech event, maybe for specific words? Do you code-switch between speech events? Describe when and why you code-switch. Have you ever been around people who code-switch in front of you? How did it make you feel?

6. Do you have a job or are you training to obtain employment? Did your family or culture ever point you in any particular career?

7. Do you give or receive gifts in your culture? If so, when, why, and to whom?

8. Who do you count as family? Are you married? Do you have any children? How do you define your own sex, gender, and sexuality? Do you think the way you dress helps to establish your gender identity (masculine, feminine, mixed, or neutral)?

9. Do you think it is easy for people to move up or down as far as their socio-economic class is concerned? What would you change that you think might help to change your class status?

10. Were you raised in any specific belief system or religion? Do you frequently worship or visit any house of worship or religious center?

11. What is your favorite sporting event or cultural event? Why do you like it?

12. Do you think your attire help in creating your identity? How do you dress? Do you have some favorite accessories or jewelry? Do you have a tattoo or body piercings?

Students can focus on issues like:

8. How your informant chose his/her field or work/occupation.

9. How your informant met and married his/her spouse.

10. Child-rearing, educational practices, entry into job-market etc.

11. Religious/cultural/sports groups your informant has membership in.

12. Membership of any club/religious group/cultural group that the informant have access to---what values and norms does that group espouse, and why?

13. Informant interacting with individuals who are of a different race or religion/unwed mothers/undocumented immigrants/ people with disabilities/alcoholics or addicts/in occupations that are looked down upon by the social mainstream, such as prostitution.

14. Any particular culture/ethnicity/religion/nation-of-origin the informant is distinguished by (to find out about the informant's upbringing and how it affected his or her current values and norms).

## Third Part of Assignment: Final Submission of Video or Audio Recording

### First Part:

For the Final Assignment in the Final Week, students must read my comments on the video of the Ethnographic interview they submitted before and **re-submit** it if I have approved it. Additionally, please write a 50 word **Reflection** about how you prepared for the interview, how it went, and what insights you gained from it.

Reminder of what the students submitted **last week**: Students must conduct an ethnographic interview of any individual resident or working in the Silicon Valley, and they must make a video of the interview. Students must employ anthropological field-methods to observe, describe, and analyze the local culture through the process of interviewing, and analyzing the data collected in the interview. They are required to immerse themselves in the field worker's role through interaction with the subject of the study, participant observation, collection of oral information from the interviewee/informer/interlocuter, and digital documentation. The objective of this Assignment is to obtain an insider's perspective on the subject of one's research. Oral story-telling is a rich resource that can connect us to our shared cultural heritage, and the digital recording of these stories (through videography) will make them accessible for all time for a wide audience interested in the history and culture of the Silicon Valley.

Please read from our course textbook: *Perspectives: "Chapter 3: Doing Fieldwork: Method in Cultural Anthropology"*.

I repeat, each student must interview at least one person of his/her choosing, such that the interviewee lives or works in the Silicon Valley, and they must make a video of the interview.

The interviewee/informant/interlocuter/narrator must sign the following consent form showing that he/she agrees to be interviewed by you for this ethnographic -video- project, and he/she agrees for the California History Center at De Anza College to own the video of the interview (the interviewee/narrator must sign on the form that is for the 'narrator').

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The interviewee's/narrator's consent form should be attached to all parts/phases/assignments for this project.

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## **Second Part:**

Thank you for your efforts in conducting the Ethnographic Interview and recording the Ethnographic Interview Video or Audio recording!

Now, please write a 50-word **Reflection** about how you prepared for the interview, how it went, and what insights you gained from it.

Reference of an article that is relevant to writing the interviewer's reflections after conducting an ethnographic interview:

<https://www.tandfonline.com/doi/full/10.1080/1461670X.2020.1716829>

For this Assignment, each student must interview at least one Silicon Valley person of his/her choosing, such that the interviewee lives or works in Silicon Valley. Do remember to ask at least five Questions.

Please submit the **Final Version of the Video or Audio Recording** this Week. If the Video or Audio Recording submitted last week was deemed satisfactory, then students should re-submit the same Recording.

The objective of the interview is to record stories connected to the informant/interviewee/narrator, to spark reminiscences of lived experiences, as well as start discussions of current interests and occupations. Please try to record the views and opinions of your informant/interviewee/narrator concerning how he/she experiences the place he/she inhabits, as well as feelings of belongingness or displacement. Do long-time-residents welcome newcomers? Do they work together to resolve local issues? How about nostalgia for the long-abandoned nation of origin, one's former home country?

Consider the work of the famous sociologist Erving Goffman concerning the link between the presentation of the self to others, and social identity; refer to Goffman's theories, asking yourself: What Self does my interviewee want to present to the world, Is she/he wearing a mask to present a certain persona/identity? Furthermore, does he/she wear different masks in different contexts, making differing (even contradicting)

presentations of the Self in diverse contexts/social groups? Could this lead to cultural "code-switching"? What about the effect of cultural conditioning? Does the informant/interviewee/narrator think and behave in the way he/she does, mainly because of cultural conditioning? What was the culture your interviewee was enculturated into, and what culture is he a part of now? That is, what culture has he/she been acculturated into?

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<https://pediaa.com/what-is-the-difference-between-socialization-and-enculturation/Links to an external site.>

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can ask any number of questions they like (maybe five to ten questions or so would be enough).

Questions:

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- 2. Who are you anthropologically (to which cultures do you feel connected)? What are your cultures? Please list the culture or cultures you identify being a part of. How do you define your own culture? How do you know this is your culture? Who helped you belonging to this culture or these cultures? Define your culture. What cultures are you connected to? What history and heritage information do you have for yourself? Do you feel connected to your culture? Why or why not?*
- 3. Name a few favorite food dishes from the culture you identify with. Have you ever been offered or eaten a food item that took you out of your comfort zone?*
- 4. Have you ever had the "Where are you from" question, and felt that it was used to make you feel different, uncomfortable, or like an outsider? What about the question or situation made you feel that way?*
- 5. What language(s) do you speak? Do you speak any dialects? Do you use code-switching in your everyday conversations? When exactly do you code-switch languages? Do you code-switch in a single speech event, maybe for specific words? Do you code-switch between speech events? Describe when and why you code-switch. Have you ever been around people who code-switch in front of you? How did it make you feel?*
- 6. Do you have a job or are you training to obtain employment? Did your family or culture ever point you in any particular career?*
- 7. Do you give or receive gifts in your culture? If so, when, why, and to whom?*
- 8. Who do you count as family? Are you married? Do you have any children? How do you define your own sex, gender, and sexuality? Do you think the way you dress helps to establish your gender identity (masculine, feminine, mixed, or neutral)?*
- 9. Do you think it is easy for people to move up or down as far as their socio-economic class is concerned? What would you change that you think might help to change your class status?*

*10. Were you raised in any specific belief system or religion? Do you frequently worship or visit any house of worship or religious center?*

*11. What is your favorite sporting event or cultural event? Why do you like it?*

*12. Do you think your attire help in creating your identity? How do you dress? Do you have any favorite accessories or jewelry? Do you have tattoos or body piercings?*

Students can focus on issues like:

15. How your informant chose his/her field or work/occupation.

16. How your informant met and married his/her spouse.

17. Child-rearing, educational practices, entry into job-market etc.

18. Religious/cultural/sports groups your informant has membership in.

19. Membership of any club/religious group/cultural group that the informant have access to---what values and norms does that group espouse, and why?

20. Informant interacting with individuals who are of a different race or religion/unwed mothers/undocumented immigrants/ people with disabilities/alcoholics or addicts/in occupations that are looked down upon by the social mainstream, such as prostitution.

21. Any particular culture/ethnicity/religion/nation-of-origin the informant is distinguished by (to find out about the informant's upbringing and how it affected his or her current values and norms).