

Is this group a subculture?

What are their characteristics?
How/Why are they a subculture?

habits

jargon

rituals



artifacts

clothing

attitudes

tools

common locations

Info from
INTERVIEWS

Info from
OBSERVATIONS

Patterns/
contrasting
information



Your
subculture

Patterns/
contrasting
information



Patterns/
contrasting
information



RESEARCH QUESTIONS
assumptions
hypothesis

Info from
SECONDARY
RESEARCH