Literally means people's methodology. when broken down in parts ← ethno → socio-cultural group
metho → techniques this group uses to negotiate everyday situations
ology → study of these methods & techniques

through this, common sense view of world is produced

Ethnomethodology — by studying routine practices, conception of objects or events can be understood.

coined from work of **Harold Garfinkel** in 1959 — studies the process through which social order is achieved. Garfinkel proposed **bottom-up process** of social order in which people create & maintain social order through improvisations in conduct a/c to particular situation.

T. Parsons gave **top-down structural approach** a/c to which social order is created through socialisation i.e. learned social rules & values.

two concepts
- Indexicality - nothing has fixed meaning & depends on context
- Reflexivity - common sense & knowledge gives meaning depending on the context

methods - non participant observations, interviews, documentary etc.

Criticism
① does not tell anything imp - big political & social issues beyond scope.
② microscopic & trivial

Conclusion em approach made unreal of social order holistic by including common sense view.

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