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Luck Be A Lady: An Exploration of the Bloomington Bingo Community Through Visual Ethnographic Methods

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Poster Presentation P46

**LUCK BE A LADY: AN EXPLORATION OF THE BLOOMINGTON BINGO
COMMUNITY THROUGH VISUAL ETHNOGRAPHIC METHODS**

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The aim of this poster presentation is to provide a glimpse into a world to which few have access; the world of Bingo. Through participant-observation, survey elicitation, informal interviews, and the collaborative production of photographs, members who belong to the world of Bingo are revealed. By utilizing collaborative ethnographic methods, Bingo players highlighted issues important to playing the game such as superstition, luck and chance. In this presentation, the motivations behind Bingo players are explored including: dedication to the game, seeing friends, the rush of adrenaline that comes with playing, and winning money. The combination of these factors creates die-hard Bingo fans, who turn the game of Bingo into a serious matter.