Negotiating Fargo

a cultural study by Bailey Brazier
Culture

“the way we do things around here”
–Nancy L. Hoft

Fargo

Identity
Research Questions

• What is Fargo’s culture?
  – What’s going on here?

• How did it form?

• Is it changing?
Research Questions

• What is Fargo’s culture?
  – What’s going on here?

• How did it form?

• Is it changing?
Fargo:

“nice”

“simple”
“adherence to the group” - Dr. Bruce Maylath

don't think that you are better than anyone else
(emphasize community and downplay yourself)
Fargo

- emphasizing community
- "nice"
- "simple"
- downplaying self
Primary Research

- Safe
- Nice vs Ice
- Driving
- Isolated
Research Questions

• What is Fargo’s culture?

• How did it form?

• Is it changing?
WILLISTON, N.D. (CNNMoney) -- As oil companies pump more and more crude out of the ground and workers from around the country arrive to cash in on the black gold rush, a new wave of crime has taken over the once quite towns of Northwestern North Dakota.
Is Fargo’s Culture Changing?

“...community as amenity.”

photo by Michael Vosburg
Made Possible by

Dr. Kevin Brooks
Dr. Elizabeth Birmingham
Dr. Bruce Maylath
Fellow Capstone students