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Gary C. David conducts ethnographic research in a variety of setting, with research on: 1) examinations of workplace practices, 2) ethnic identity and community, 3) intercultural communication, and 4) ultramarathon and trail running. He has conducted research primarily in workplace settings where intercultural/intergroup interactions take place on a regular basis. Past studies include the analysis of interactions between workers and customers in Arab-owned convenience stores in Metropolitan Detroit. Present projects include examining the nature of collaborative activity in multicultural worksites, the impact of speech recognition technology and electronic medical records on healthcare, the implementation of enterprise systems on workplaces, and how co-workers build a collaborative relationship through engaging in workplace practices. He has done extensive research on Arab-American communities, identity formation, and medial portrayals. His work on ultramarathon running and trail running are based off of his own participation in athletic events as an age-group participant, including triathlons, duathlons, cyclocross, mountain biking and running.

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