

Session - 2016/2017

Faculty of Technology

Module Code – TECH3022

Module Title - Advanced Social Media Production

Date -

Time Allowed - 1hrs

| | | | |
|-------|-------|--------|-------|
| Start | 00.00 | Finish | 00.00 |
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Instructions to, and information for, candidates:

Answer All Questions

Total marks achievable = 50

Question 1

According to Boellstorff (et al), while there is an emphasis on participant observation and interviews in ethnographic research, it is also possible to “augment these methods with other forms of data collection” (Boellstorff, Nardi, Pearce, & Taylor, 2012, p. 113).

- A. According to Boellstorff (et al) “a basic principle of ethnographic research is that we should take our lead from our informants, following them to wherever they engage in relevant activity” (Boellstorff et al., 2012, p. 118). What are the main techniques for capturing online and multimedia content?
(12 Marks)
- B. The aim on netnography (digital sociology) is to “study forms of interaction, meaning making, and cultural production through texts” (Boellstorff et al., 2012, p. 119). How would you study social interactions in a chat forum?
(13 Marks)
- C. According to Boellstorff (et al) “participant observation and interview data make quantitative data more useful by making it more meaningful” (Boellstorff et al., 2012, p. 128). How would you undertake offline interviews as part of an ethnographic study of electronic gaming communities?
(12 Marks)
- D. Boellstorff (et al) suggest that “events such as offline gatherings can be valuable sites for data collection.” How you would approach an electronic gaming event as a participant observer?
(13 Marks).