TECH3022-17 Social Media & Technology

Lab Seven: Defining the Field

	Introduction:
001	**Ethnography** Ethnography is a qualitative approach that focuses on studying a culture-sharing group in order to discover shared patterns of beliefs, values, and behaviours among its members (Creswell 2007). The assumption that guides ethnographic inquiry is that 'any group of people interacting together for a period of time will evolve a culture' (Patton 2002, 81), and ethnographers study these people's everyday life and experiences focusing on culture (Anderson-Levitt 2006; Emerson, Fretz, and Shaw 1995). http://faculty.washington.edu/stevehar/Netnography.pdf Whereas cultures are previously understood as geographically bound groups, 'geography can no longer be the defining framework for culture' (boyd 2009, 27), as people construct cultures and communities on the Internet through computer-mediated communication (CMC) technologies. http://faculty.washington.edu/stevehar/Netnography.pdf Cyber-ethnography, also known as virtual ethnography, and most commonly online ethnography, is an online research method that adapts ethnographic methods to the study of the communities and cultures created through computer-mediated social interaction. Online ethnography has by far the wider use. As modifications of the term ethnography, cyber-ethnography, online ethnography and virtual ethnography (as well as many other methodological neologisms) designate particular variations regarding the conduct of online fieldwork that adapts ethnographic methodology. https://en.wikipedia.org/wiki/Cyber-ethnography
002	**Netnography** "Netnography," or ethnography on the Internet, is a new qualitative research methodology that adapts ethnographic research techniques to the study of cultures and communities emerging through computer-mediated communications. As a marketing research technique, "netnography" uses the information publicly available in Journal of Marketing Research Vol. XXXIX (February 2002), 61-72 3 3 online forums to identify and understand the needs and decision influences of relevant online consumer groups. Compared to traditional and market-oriented ethnography, "netnography" is far less-time consuming and elaborate. Another contrast with traditional and market-oriented ethnography is that "netnography" is capable of being conducted in a manner that is entirely unobtrusive (although it optionally need not be). Compared to focus groups and personal interviews, "netnography" is far less obtrusive, conducted using observations of consumers in a context that is not fabricated by the marketing researcher. It also can provide information in a manner that is less costly and more timely than focus groups and personal interviews. http://www.nyu.edu/pages/classes/bkg/methods/netnography.pdf Online ethnography is a qualitative approach to data collection in virtual communities. As such, its aim is usually to look beyond amounts and distributions and to try to unearth the deeper reasons for behaviours or sentiments (i.e. "why?"). In the attempt to find answers to the question "why?" online ethnography must acknowledge that usage is often situated in specific communities and with specific communication technologies. As Jones (2005) puts it: "Internet studies can [...] describe and intervene in the life and values of the people who use the internet, and these can be best understood, no matter our temporal distance, through close observation and analysis of specific people and technologies, in specific places and times". http://www.irma-international.org/viewtitle/50355/
003	**Netnography – Emerging Research Method** Netnography is a relatively new research method, which adapts research techniques of ethnography to study cultures and communities through computer-mediated communications. It has become a popular research method in marketing research during the 21st century. However, the use of netnography in the field of information systems (later referred as IS) has not been studied to great extent. Thus, we have conducted a systematic literature review to investigate the broadness and the nature of netnographic research in the field. http://iris2016.org/wp-content/uploads/2015/05/IRIS2016_paper_21-2.pdf

	Current approaches in the ethnographic study of the Internet are diverse; the proliferation of proposals has been numerous in recent years. The methodological approach of virtual ethnography has been broadened and reformulated through new proposals such as digital ethnography, ethnography on/of/through the Internet, connective ethnography, networked ethnography, cyberethnography, etc. Each of these maintains its own dialogue with the established tradition of ethnography and formulates its relation to this tradition in different ways. There are those who consider that virtual ethnography involves a distinctive methodological approach and those who consider that researching the Internet ethnographically forces us to reflect on fundamental assumptions and concepts of ethnography, but that it doesn't mean a distinctive form of ethnography. The articles in this FQS special issue on virtual ethnography show a selection of the diverse approaches among researchers who study the Internet from an ethnographic perspective. http://www.qualitative-research.net/index.php/fqs/article/viewArticle/274/601
004	**Netnography – How Great it Is** Netnography: An Overview (Schulich MBA class, Social Media Marketing taught by Robert Kozinets) https://youtu.be/UWApBu2ERTU **Netnography – An Overview** http://www.slideshare.net/TonyYu2/netnography-presentation-slideshare **Netnography: A Method Specifically Designed to Study Cultures and Communities Online** http://nsuworks.nova.edu/tqr/vol15/iss5/13/ **Netnography - The Movie** https://youtu.be/Pglroxm_Y4o
005	**NetBase: Introduction to Netnography** NetBase executives explain how social media market research works. Learn more at http://www.netnography.com/ and http://www.netbase.com/consumer_insig.... Watch Michael Osofsky, Malcolm DeLeo, and Robert Kozinets discuss how marketers can gain true social media insight into their brands' perception. https://youtu.be/vZnbZ792X_A
006	**Electronic Gaming Culture – What Is It?** Video game culture (more accurately: a subculture) is a worldwide new media subculture formed by video games. As computer and video games have exponentially increased in popularity over time, they have had a significant influence on popular culture. Video game culture has also evolved over time hand in hand with internet culture as well as the increasing popularity of mobile games. https://en.wikipedia.org/wiki/Video_game_culture
007	**eSports** eSports (also known as electronic sports, esports, e-sports, competitive (video) gaming, professional (video) gaming, or pro gaming) is a form of competition that is facilitated by electronic systems, particularly video games; the input of players and teams as well as the output of the eSports system are mediated by human-computer interfaces. Most commonly, eSports take the form of organized, multiplayer video game competitions, particularly between professional players. https://en.wikipedia.org/wiki/ESports
008	**The cultural and pedagogical relevance of electronic games** Interactive video and computer games belong to the new multimedia culture that is based on the digital computer technology. These games have become increasingly popular in the past 20 to 25 years, especially among young people. In the beginning they were mainly played by youth and young adults who were enthusiastic about computers. During the early nineties, however, video and computer games became a matter-of-course in the everyday life of young people, including children. http://www.gamestudies.org/0301/fromme/

009	**What makes video games addictive?** MANY parents with young children fret about the addictiveness of computer games these days. There is ample evidence to suggest that people are spending more time playing games. They are also spending more on them. The video game industry is among the fastest growing sectors of America's economy and generated $25 billion in sales in 2011. Children between the age of eight and 18 play video games for nearly 15 hours a week in the country. Some studies have identified that 8% of gamers are "pathological players". (Although a meta-analysis suggested that only about 3% of gamers experience this problem.) Whatever the precise figure, it is clear that a small proportion of players are addicted. Such pathological gaming is associated with depression, anxiety, social phobia and, in children, impaired school performance. Yet what makes a game addictive might not be obvious immediately. http://www.economist.com/blogs/babbage/2014/02/electronic-entertainment
010	**Digital Gaming: A Comparative International Study of Youth Leisure in a Peaceful and War Zone Country** Two significant theoretical research approaches for framing our understandings of the digital games culture, or "lifeworlds", of young teenagers are the media-centred approach and the young teen-centred approach (Livingstone, D'Haenens, and Hasebrink, 2001, p. 6). The former approach tends to trace the diffusion of various media through commercial and public domains, then down to the actual use and impact in shopping malls, museums, school or home. It tends to focus on one medium, such as TV, internet, digital games, and music and provides media-grabbing labels, such as, unimaginative television teenagers or aggressive digital game players. This article adopts the latter media-centred approach that eschews labelling young computer-video playing teens as nerds, addicts, obese, and isolated. It places them in their context of home, family, own bedroom, friends, school, internet, arcade shop, and digital and non-digital gaming leisure preferences. Hence, the article is not a theoretical paper on digital gaming youth culture or genderized youth gaming culture. It reports survey results on the characteristics and preferences of 13-14 year old eGamers in Australia and Israel, countries in which digital technologies and games have proliferated in recent years. http://www.eludamos.org/index.php/eludamos/article/viewArticle/vol2no1-8/57
011	**Energy Drinks Culture – what Is It?** **Global Sports and Energy Drinks: Where Consumer Lifestyles and "Lifestyle Branding" Meet** Sports and energy drinks is one of the fastest growing soft drink categories, supported by their lifestyle marketing and functional properties. However, the reasons consumers choose these beverages differ in each market, requiring manufacturers to position their brands specifically in line with the usage of their target customers. http://www.euromonitor.com/global-sports-and-energy-drinks-where-consumer-lifestyles-and-lifestyle-branding-meet/report
012	**Energy Drinks** **Psychological Effects and Impact on Well-being and Quality of Life—A Literature Review** The market and degree of consumption of energy drinks have exponentially expanded while studies that assess their psychological effects and impact on quality of life remain in the early stages, albeit on the rise. This review aims to examine the literature for evidence of the psychological effects of energy drinks and their impact on the sense of well-being and quality of life. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3280075/
013	**How do energy drinks reflect our current culture?** Energy drinks have evolved into their own competition by developing different drinks that appeal to consumers for consumption. Clearly, this can be seen today with the many brands that are out whether they are made by Pepsi or coca cola. The competition has sparked itself into both our culture and pop culture. http://mavxc17.blogspot.co.uk/
014	**Selling the Young on 'Gaming Fuel'** G Fuel and a competitor called GungHo are a new incarnation of energy drink, growing in popularity while the energy drink industry as a whole has been under scrutiny because of deaths and hospitalizations linked to consumption of caffeine- and sugar-laden beverages. Traditional energy drink makers have also been playing

	to the growing gamer culture in some labels — Mountain Dew Game Fuel (with extra doses of caffeine) and Nintendo Power Up Energy Drink. The Facebook page for Monster Energy Gaming declares: "Next time you are looking for some gaming fuel, grab a Monster Energy and Unleash the Beast on some noobs!" http://www.nytimes.com/2015/05/20/business/energy-drink-industry-under-scrutiny-looks-to-gamers-to-keep-sales-surging.html?_r=0
015	**Energy Drinks: A Culture of Poisonous Popularity in Sport** Exploring the Many Aspects of Energy Drink Consumption, Effects, and Popularity in Sport. https://prezi.com/7misz0v8n8n8/energy-drinks-a-culture-of-poisonous-popularity-in-sport/
016	**Collecting Data?** Online research methods (ORMs) are ways in which researchers can collect data via the internet. They are also referred to as Internet research, Internet science or iScience, or Web-based methods. Many of these online research methods are related to existing research methodologies but re-invent and re-imagine them in the light of new technologies and conditions associated with the internet. The field is relatively new and evolving. With the growth of social medias a new level of complexity and opportunity has been created. Inclusion of social media research can provide unique insights into consumer and societal segments and gaining an "emotional" measure of a population on issues of interest. Some specific types of method include: • Cyber-ethnography • Online content analysis • Online focus groups • Online interviews • Online qualitative research • Online questionnaires • Social network analysis • Web-based experiments • Online clinical trials https://en.wikipedia.org/wiki/Online_research_methods Online ethnography means studying or analysing a social media setting whilst being immersed in it. The roots of ethnography are in anthropology, so I always feel it useful to imagine the curious, intrepid human researcher stepping out into foreign territory and trying their best to make sense of alien surroundings. You are that guy / girl in the shorts with the notepad and the face that doesn't quite fit. https://mariamz.wordpress.com/2011/05/10/online-ethnography-for-social-media-research-and-reporting/ As far as fieldwork tools go, hardly anything drives an ethnographer more crazy than trying to find the most appropriate fieldwork tools. Of all the ethnography courses I've taken and all the books, dissertation, and papers I've read, none of them go into depth on the tools that ethnographers use to support their process. I suspect that one of the reasons why ethnographers don't write about the tools they use is because they may use an ad hoc process that is messier and less structured than they'd like to admit. http://ethnographymatters.net/blog/2012/09/04/the-tools-we-use-gahhhh-where-is-the-killer-qualitative-analysis-app/
017	**Capture Tools** **MS OneNote** Microsoft OneNote is a computer program for free-form information gathering and multi-user collaboration. It gathers users' notes (handwritten or typed), drawings, screen clippings and audio commentaries. Notes can be shared with other OneNote users over the Internet or a network. MS One Note https://en.wikipedia.org/wiki/Microsoft_OneNote **Free Version of MS OneNote**

	https://e5.onthehub.com/WebStore/OfferingDetails.aspx?o=b704f88d-0b43-e211-ad71-f04da23e67f6&ws=2b61c1e6-8a6f-e011-971f-0030487d8897&vsro=8 **Zotero** Zotero collects all your research in a single, searchable interface. You can add PDFs, images, audio and video files, snapshots of web pages, and really anything else. Zotero automatically indexes the full-text content of your library, enabling you to find exactly what you're looking for with just a few keystrokes. https://www.zotero.org/ **Evernote** Make a note of it. Create a project to-do list. Jot down a reminder. Or snap a picture of a sketch. A note can be anything you want it to be. And once you make a note, it's accessible wherever you go, forever. https://evernote.com/
018	**Nvivo** "You might be working with qualitative data to evaluate social policy, review patient feedback, research youth culture, or undertake postgraduate research. The challenge with this sort of research is that once you've collected your information, what do you do with it? How do you quickly find the valuable answers that respondents are giving you from the collection of data you have across numerous sources?" http://www.qsrinternational.com/what-is-nvivo
019	**TECH3022 Wiki Research Page** A page has been set-up on the DMU Commons Wiki for collaborative discussion about the research planning and data gathering that will be undertaken in this project. https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2016-17 Information from previous years is available as well https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Advanced_Social_Media_Production#Research_Planning For this project all of your evidence and discussion about the research that you undertake will be presented on this page.
020	**Discuss and Decide** • How you will capture online data, documents, conversations, interviews, and so on? • How you will share the data that you have captured? • How you will store and manage the data that you have captured? • How you will review the ethical collection of your data? • How you will summarise and present the data you have collected?
	References: