

Workshop Eight: Engaging with People

001	<p>Ethnographic Principles</p> <p>In accounting for your observations online, in what way would you say that you are:</p> <ul style="list-style-type: none"> • Are immersed in the settings? • Acting as a participant? • Listening to what you are being told? • Recording observations in our journal? • Reflecting on our own experiences?
002	<p>Online Communities</p> <ul style="list-style-type: none"> • To what extent can you describe the sites that you are observing as a 'community'? • In what way can you describe how people meet in these virtual spaces? • How do the people that you interact with extend their engagement beyond the virtual spaces? • How does the internet differ in the way that it locates the experience of the people you are observing?
003	<p>Community Accomplishment</p> <ul style="list-style-type: none"> • How is the sense of community that is gained online by the participants articulated and accomplished? • Is this sense of community more significant than other forms of community? • What are the familiar places that people adhere to online? • What is the form of the culture that people are expressing with their online interactions?
004	<p>Cultural Markers</p> <ul style="list-style-type: none"> • What would you say are the markers that signify the connections that are undertaken in these communities? • Is there a difference between the different types of sites that people use? • What do the respondents and participants in these virtual communities describe as their 'lived experience'? • How are these experiences represented in multimedia images and audio content?
005	<p>Rituals & Norms?</p> <ul style="list-style-type: none"> • What are the ritualistic aspects of people interacting in their virtual communities? • How do people behave online? • What are the expressions of identity that people present and articulate? • How do people manage their expectations about their roles? • How do respondents use language to express their ideas? • How do virtual communities organise and manage themselves? • Are these linguistic systems, norms, actions and identities distinctive to online groups, and online communications? • Are they taught? Are they common to some groups and not to others? • Are they common to some media and not to other?
006	<p>Generic Social Processes</p> <p>Can you describe how people acting online:</p> <ul style="list-style-type: none"> • Participate in the observed situations? • Engage in the subcultural life-worlds? • Form and coordinating associations? • How are these accomplishments managed simultaneously and concurrently?
007	<p>Generic Social Processes</p> <p>How do people acting online:</p> <ul style="list-style-type: none"> • Acquire their perspectives? • Achieve their sense of identity?

	<ul style="list-style-type: none"> • Undertake actions and tasks, such as performing their activities, influencing others, making commitments? • Develop their relationships? • Experience a sense of emotional connection or disconnection? • Achieve fluency in the way that the communicate?
008	<p>Generic Social Processes</p> <p>In what way are you being attentive to these processes and the range of expressions and dealings that people undertake in their virtual communities?</p>
009	<p>Lifeworlds</p> <p>What are the practical steps involved in:</p> <ul style="list-style-type: none"> • Attending to the life worlds or subcultural realms that <i>the participants</i> distinguish? • Establishing intimate familiarity with those participating in these life-worlds? • How can we acknowledge and identify the situated and emergent interlinkages, disjunctures, and irrelevancies that people experience in the course of conducting their affairs?
010	<p>Participation Settings</p> <ul style="list-style-type: none"> • How do we separate out the aspects of people experience that overlap? • How do we separate out the multiple realms of involvement?
Recap:	
011	<p>Grounding in Fieldwork</p> <ul style="list-style-type: none"> • In our descriptive accounts, how do we ground the field knowledge that we obtain? • What are the processes that we are concerned with? • How do we recognise and account for the meanings that people ascribe to their lives, experiences, and their structures of the world? • How do we account for the role of the researcher in collecting and recording the data based on participation? • How do we account for our choices in selecting a field site? • How do we describe the processes and the meanings that we encounter? • How can we use images and descriptions to account for the meanings we encounter?
012	<p>Reporting and Assessing Social Media Usages</p> <p>In what way are the sites that we have chosen to examine:</p> <ul style="list-style-type: none"> • A social world? • Constituted through the use of language? • Governed by assumed rules and terms of engagement? • Who wins and who loses in these engagements? • Who are insiders and who are outsiders? • To what extent can online data be treated as social act? • To what extent are these acts possible to understand within their context? • How do we account for the ways these acts and social interaction overlap in different communities?
013	<p>Computer Aided Research</p> <p>To what extent are you using software to:</p> <ul style="list-style-type: none"> • Record fieldnotes? • Correct, extend, editing, or revise fieldnotes? • Store texts? • Organising texts? • Search and retrieve texts and make them available for inspection? • Connect relevant data segments to each other, forming categories, clusters, or networks? • Write reflective commentaries or 'memos' on the data as a basis for deeper analysis? • Perform content analysis by counting frequencies, sequences, or locations of words and phrases?

	<ul style="list-style-type: none"> • Displaying selected data in a reduced, condensed, organised forms, such as in a matrix? • Aide in conclusion-drawing, interpretation, confirmation and verification? • Building theory by developing systematic, conceptually coherent explanations of findings? • Create diagrams or graphical maps that depict findings or theories? • Prepare interim and final reports?
014	Connection with People <ul style="list-style-type: none"> • How are we connecting with people? • What forms of involvement, engagement, contact, interaction, communion, relation, collaboration and connection is being undertaken? • How do we know that there are people at the other end?
015	Organisation <ul style="list-style-type: none"> • How organised do we need to be to collect data? • What will help us to be more methodical and systematic about data collection?

016	Online-Offline Relationships <ul style="list-style-type: none"> • How can we interview people online? • What kind of questions might we ask about people experiences? • What sort of interactions are we looking for? • What sort of activities are we looking for?
017	Interviewing <ul style="list-style-type: none"> • How are you tracking your interactions online? • What form is your journal taking? • Are you keeping a diary of your interactions? • How are you reflecting on your experience?
018	Participation <ul style="list-style-type: none"> • How do people's experiences and the meanings that they apply to them differ and change over time and in different circumstances? • How can we account for the shared meanings that are borne by participants, and are enacted through rituals and other behaviours?
019	Reflection <ul style="list-style-type: none"> • How will we reflect on our experiences? • How will be know that we are able to faithfully recall these experiences? • How will be be able to offer insights into the forms on online culture that we encounter?
020	Ethnographic Process <ul style="list-style-type: none"> • What will we do with the data we collect? • How will be compare it? • How will we check it? • How will we manage ideas that emerge from the experiences we describe?
	References:

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Kozinets, R. V. (2010). *Netnography - Doing Ethnographic Research Online*. London: Sage.