

TECH3022-17 Advanced Social Media Production

Workshop Ten: Data Collection

	This study will:	How Will this be Evidenced?:
	<ul style="list-style-type: none"> • Be based on Netnographic/Qualitative Research principles. • Use mixed modes of constructivist qualitative data collection and interpretation such as participant observation. • Use reflexive critical methods to contextualise the situatedness of the researcher. • Use case studies to contrast contextual environments. 	
	Themes will include:	How Will this be Evidenced?:
001	<p>What are the concepts of <i>food and nutritional literacy</i> held by agents in different [online] communities?</p>	
002	<p>What characteristics of <i>food and nutritional literacy</i> are relevant to participation and experience in different types of [online] communities?</p>	

003	What are the experiences of <i>food and nutritional literacy</i> of agents in different types of [online] community?	
004	How are the concepts of <i>food and nutritional literacy</i> understood by agents in different types of [online] community?	
005	How do concepts of <i>food and nutritional literacy</i> relate phenomenologically to different agents forming a [online] community?	
006	What relevance do agents acting in an [online] community ascribe to their own concepts of <i>food and nutritional literacy</i> ?	

007	What can be derived from the conceptual debates between theories of <i>food and nutritional literacy</i> and [online] community engagement?	
008	Can inferences, hypothesise and models be derived from an evaluation of participation and experience in [online] communities as a phenomenon in <i>food and nutritional literacy</i> ?	
009	To what extent can the discourse of <i>food and nutritional literacy</i> be tested and validated, both in principle and in experience in [online] communities?	
010	In other words, what do people <u>do</u> with <i>food and nutritional literacy</i> ? What do they say that they get from discussing food and nutrition, and how does the use of social media change the things that they discuss and practice?	