

## TECH3022-18 Social Media Practice

### Workshop Seven: Defining the Field

#### 1 Activity - Coursework B Planning

- Visit the DMU Commons Wiki and access the assignment briefs for Coursework B & C
- [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Social\\_Media\\_Practice#Assessment](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Social_Media_Practice#Assessment)
- Working in a small group, look through the assessment criteria (i.e. how you will be marked) and note any issues that you need clarification about.
- Note these issues and discuss them in your group. If you need further clarification discuss the issue with your tutor.
- Look at the examples of work that was undertaken by learners in previous years.
- [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Social\\_Media\\_Practice#Research\\_Planning](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Social_Media_Practice#Research_Planning)
- Identify and note something that interests you about any of these particular projects?
- If you want to devise an alternative project, what would it consist of?
- If you want to adapt an existing project, how will you go about developing it?
- Coursework B asks you to identify an issue of social need that you can use your project to address.
- Discuss in your group what issues of social need you are drawn to and would like to explore.
- Open a thread on DMU Talk (<https://talk.our.dmu.ac.uk>). Using the TECH3022 Social Media Project category, write a brief description of what type of activity you are interested in and what issue of social need you think this will address.
- Include links, screen-grabs, images, or other media in your post.
- Read through the posts that other users have added to this topic and see if there is anything similar that you can learn from or that you might distance yourself from in order to make your project idea more distinctive.
- Over the coming week you can engage in discussion with other DMU Talk participants, and develop your ideas.
- In the week eight workshop you will form your group, so being ready with ideas and research will be essential.

#### 2 Activity – Blogging Further Research Planning

- As you develop your project, you will be able to develop an explanation of how it makes a difference.
- Work through this guide to evaluating social projects, and frame a blog as a set of questions that you can potential look for answers in later?
- This is the initial phase of development, in which we ask questions, but can't yet give answers, so what would be the good questions that you need to consider in developing your project?
- Can you share your blog that asks these questions on DMU Commons Talk?
- Can you update or create a project wiki page on the DMU Commons Wiki that list and specifies these questions?

##### 2.1 IMPACT: A Practical Guide to Evaluating Social Media Projects

This guide aims to help organizations collect useful information about the effectiveness and impact of their community information projects by highlighting aspects of the evaluation process that are unique, challenging or critical in a community information context. It also describes and includes relevant and meaningful tools that can be used to assess community information projects. The guide is not meant to be a comprehensive how-to guide on evaluation; many books and resources on evaluation practice already exist elsewhere. For any of the community information activities described above, this guide is designed to help you chart your progress and achievements toward those goals.

<http://cmsimpact.org/wp-content/uploads/2015/11/IMPACT-A-Practical-Guide-to-Evaluating-Community-Information-Projects-Resources-case-study.pdf>

##### 2.2 How to Use This Guide

This guide will take you through the essential steps for designing an evaluation of your community information project. These steps explain what to do and consider at different stages of the evaluation process:

1. Describe your project and identify your target audience.
2. Identify the evaluation's purpose and key questions.
3. Design the evaluation using effective methods.
4. Communicate and report the evaluation findings to make decisions and take action.

### 2.3 What changes in your community are you hoping to achieve?

Understanding what your project is and what it hopes to achieve can be facilitated by articulating a Theory of Change (TOC). A TOC is a graphic representation of your assumptions and beliefs about how your project will effect the changes that you hope to see. There are three major elements of a TOC:

1. Assumptions/Need – answers the questions: What is the issue? Who is affected by it? Why are you taking action?
2. Activities – answers the question: What are you doing to address the issue?
3. Outcomes – answers the question: If your project is successful, what change, among which members of the community, do you hope to see?

### 2.4 Identify the Evaluation’s Purpose and Key Questions

Focusing the evaluation requires identifying what the evaluation is going to be used for (i.e., the purpose of the evaluative inquiry) and what the key evaluation questions will be. An evaluation of community information projects may prioritize questions that are important for project design, implementation or future strategy, or for external stakeholders, such as funders.

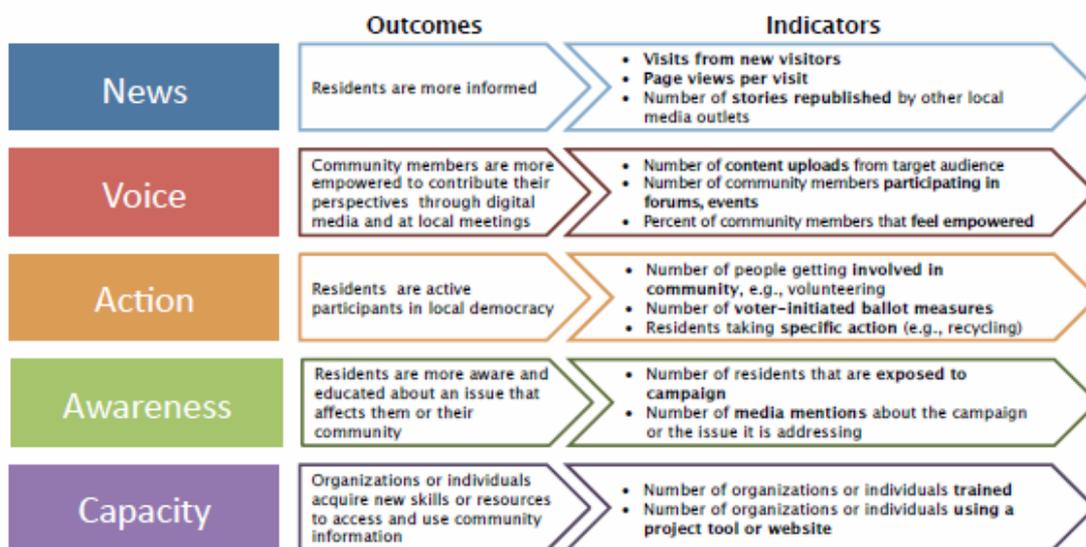
### 2.5 What is the purpose of your evaluation?

An evaluation may be used to advance strategic learning, to refine project design and/ or implementation, or for accountability. Examples of purpose statements from community information evaluations include:

- To improve the quality and usefulness of information and media content produced.
- To determine the composition and diversity of contributors and readers.
- To identify the strengths and weaknesses of a new outreach or engagement strategy in order to modify and refine the strategy.
- To assess the progress a project has made toward achieving its goals and intended outcomes.

### 2.6 Outcomes and Indicators by Project Type

Figure 4. Example Outcomes and Indicators by Project Type



A successful community information project will likely have an effect on individuals, organizations and institutions beyond the project’s intended goals. These emergent outcomes are important to consider and document when evaluating your information project as well. A few examples are show in the box below.

## **2.7 Project Evaluation List**

### **What are your resources?**

*What resources do you have to work with?*

### **What activities have you been using?**

*What is the project doing with its resources?*

### **What are the outputs?**

*What are the tangible products of your activities?*

### **What are the short-term outcomes?**

*What changes do you expect to occur within the short-term?*

### **What are the long-term outcomes?**

*What changes do you hope to see over time?*

### **What is your news?**

*What are your readers/users better informed about?*

### **What is the voice?**

*What are your readers/users more empowered about?*

### **What kinds of action have become possible?**

*Are your readers/users more likely to be civically active?*

### **What issues are readers/users more aware of?**

*What have your readers/users become more aware of or learnt about?*

### **Is there an improvement in capacity?**

*What new skills and resources have been gained by your readers/users?*

## **3 Research Planning**

- It is necessary to establish how the fieldwork that will be explored in the research element of this project will be structured and assessed using qualitative data collection techniques.
- Working in pairs or a small group, identify any issues or problems associated with the digital sociology or netnographic approach to data collection.
- Note these concerns and identify them in the form of questions on the TECH3022 wiki research page
- [https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Research\\_Planning\\_2017-18](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18)

### **3.1 Ethnographic Techniques**

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>

### 3.2 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/>

#### **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](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>

#### **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](https://youtu.be/Pglroxm_Y4o)

#### **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...](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](https://youtu.be/vZnbZ792X_A)

## 4 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](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/>

## 5 Capture Tools

### 5.1 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](https://en.wikipedia.org/wiki/Microsoft_OneNote)

### 5.2 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>

### 5.3 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/>

### 5.4 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/>

## 5.5 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>

## 6 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\\_2017-18](https://wiki.our.dmu.ac.uk/w/index.php/TECH3022_Research_Planning_2017-18)

Information from previous years is available as well

[https://wiki.our.dmu.ac.uk/w/index.php/TECH3022\\_Advanced\\_Social\\_Media\\_Production#Research\\_Planning](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.

### 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: