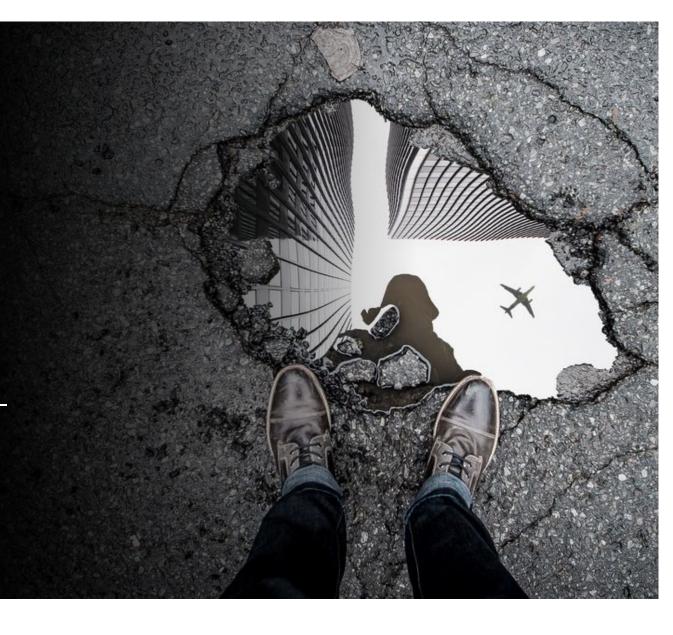
Immersion in Social Media Research: The Netnographic Path

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 "it is difficult to describe yourself doing "anthropological research" if you are sitting at a computer and typing back and forth with invisible people" (Susan Tratner 2016,"efieldnotes", p. 178)



Our Agenda

- 1. Adapting ethnography
- 2. The sticking points
- 3. How this adaptation has been addressed in the literature
- 4. What netnography is and how it addresses this adaptation differently
- 5. The concept of immersion
- 6. The immersion journal
- 7. A brief, current example
- 8. Q&A/ Discussion



eth-nog-ra-phy: (ěth-nŏg'rə-fē)

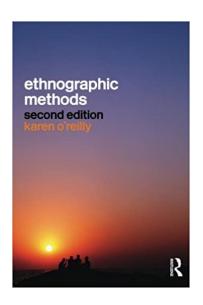
noun. "...a cocktail of methodologies....that share the assumption that personal engagement with the subject is the key to understanding a particular culture or social setting. Participation-observation is the most common component of this cocktail, but interviews, conversational and discourse analysis, documentary analysis, film and photography all have their place in the ethnographer's repertoire. Description resides at the core of the ethnography and however this description is constructed it is the intense meaning of social life from the everyday perspective of group members that is sought."



-Dick Hobbs in V. Jupp (2006), Sage Dictionary of Social Research Methods, p. 101

th·nogˈra·pher n., ethˈno·graphˈic (ethˈnə-grafi eth·nogˈra·pher n., ethˈno·graphˈic (ethˈnə-grafi k), eth·nogˈra·pher n., ethˈno·graphˈical adj., ethˈno·graph·ical adj., eth





Ethnography: a critical definition for practice

Ethnography is then more a theory about how research should be conducted than a recipe for techniques that can be employed. It draws on a family of methods, usually including participant observation, in-depth interviews and conversations.

It gains its understanding of the social world through involvement in the daily practice of human agents, and it involves immersion in the context, the building of trust and rapport with agents, both phenomenological and hermeneutic interpretations, and recognition of the complexity of the social world. It does not attempt to reduce this complexity to a few statistical or typological representations. It is reflexive about the role of the researcher and the messiness of the research process. Also, if it is faithful to practice theory, then it will ensure that it employs a macro approach to gain knowledge of the wider context of action, as well as maintaining a close eye on the various ways that social structures are taking effect within and through agents in the practice of daily life.

Ethnography



ONLINE ETHNOGRAPHY

Ethnographic Method

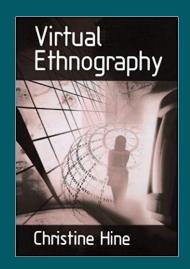


- **→**Naturalistic
- **+Immersive**
- **+**Multiple Method
- **+**Rich/thick Description

Adapted Methods







This text "is not, however, straightforwardly a 'how to do it' guide. I how that the book will contain some provocative an useful ideas. . .some intriguing possibilities for taking an ethnographic approach to the Internet. Part of my argument, however, is that ethnography is strengthened by the lack of recipes for doing it. From the first, ethnographers have resisted giving guidelines for how it should be done. Ethnography is a lived craft rather than a protocol which can be separated from the particular study or the person carrying it out."



Christine Hine (2000) Virtual Ethnography, p. 13

Digital
Ethnography
(Pink 2016,
162)

Our approach has been to focus on 'digital ethnography practice that takes as its starting point the idea that digital media and technologies are part of the everyday and more spectacular worlds that people inhabit'. This has meant taking what we have called a non-digital-centric approach to the digital, which also acknowledges the 'digital intangible'—those elements of digital environments or worlds that we can sense but not necessarily see, as well as those aspects that researchers cannot see or sense until they are made aware of them by research participants. As such, we are interested in 'the relationship between digital, sensory, atmospheric and material elements of our environments'. Therefore, digital ethnography is not a 'tool box' method that can be applied directly in an already existing format to a research problem or question. Instead, it is an approach to ethnography that involves being concerned with how the 'digital has become part of the material, sensory and social worlds we inhabit, and what the implications are for ethnographic research practice' (Pink et al. 2016, p. 7).

"Appnography"
Approach
(Cousineau,
Oakes, and
Johnson 2019)

 The uniqueness of GSNAs (geo-social networking applications, like Tinder ands Grindr) requires that we consider carefully the approach that we take in choosing to study them. What follows are considerations that we propose for the queering of digital ethnography to meet the needs of this particular research space, beginning with how we must understand the intertwined nature of digital and "real". This is followed by a discussion of the power and influence of profiles on users and researchers, the importance of space and place when engaged with GSNAs, and, finally, the significance of both context and temporality on research decisions and practices.

Five Key
Challenges of
Adapting
Emplaced
Ethnography
to Social
Media Culture

Field: Where is "The Field" Behind the Screen? What is the "group"? What are the "members"? What even are the cultures and communities we study?

Ethics: How can We Ethically Research while Being a Fly on The wall?

Participation: What is an appropriate form of engagement through which to gain the necessary cultural depth?

Data: How do we handle the change in the type of information, and the massive quantities that may be available?

Procedure: What, exactly, are the proper operations to perform when conducting ethnographic research in these new social spaces?

Netnography
Answers the
Challenges of
Adapting Emplaced
Ethnography to
Social Media
Culture

Field: Our field sites are media and usually platforms, and as contexts must be considered in relation to their affordances, algorithms, and other important elements

Ethics: New ethical rules regarding disclosure, informed consent, and research representation are required

Participation: Methods must account for a range of participative options, from engaged media readership to active interviewing and other interaction

Data: Focus on broad sensemaking cultural scans followed by judicious collection of meaningful "deep" data

Procedure: Provide specific sets of flexibly operations to perform when conducting ethnographic research in these new social spaces, in order to ensure rigor and comparability.

Stage 1: Problem Definition



SHELLEISH

Stage 3: Data Integration

cean into our kitchens like ellfish, we are talking about rrustaceans and mollusks. ind sometimes claws, and ish. Mollusks tend to live

hish. Mollusks tend to live s predators and controls sters, clams, scallops, and valves; the single-shelled lled gastropods. The most halopods, which includes lived, quite literally, out of ears ago, though traces of or "cuttlebone" in squid

lfish, they are traditionally

There is a small but present risk of contaminants in shellfish that can cause illness. The biggest cause of foodborne illness in raw shellfish is Vibrio bacteria. Vibrio vulnificus, and the less-serious parahaemolyticus type, thrive in warmer waters and can contaminate most

species of shellfish, although most incidents of Vibrio poisoning are caused by consumption of raw oysters. ➤ Cooking for a short time will kill Vibrio bacteria.

Algal blooms are the second most common cause of shellfish

Algal blooms are the second most common cause of shellish poisonine. The neurotoxins produced by certain types of algae ellish and a cannot be neutralized by cooking, use of these are the so-called 'red tide' along ard and Gulf of Mexico, and the domoic acid-ooms along the temperate Pacific coast.

dangerous contaminants, b it is imperative that ared from a reputable source. If in doubt, ask to

law, must be affixed to each container of oysters id scallops in the shell. The tag will state the date

id scallops in the shell. The tag will state the date reset as well as the harvester registration of iden-try that the state of the state of the state of the state of the state authorities and should be heeded without fail. As long as the water is regularly tested and contains no more than the legal limit of harmful bacteria, your risks are minimal.

BUYING AND STORING FRESH SHELLFISH

It bears repeating: Buy shellfish from a reputable source. Aside from lobster and the occasional crab or crayfish, the only types of shell-

initiation

ind "mmonly sold alive are bivalve molliusks. * Buy tive bivalves intact shells that are tightly closed (or close whin tapped) and do not silde side to side. If they gape open even aft p being handled, they are dead and will spoil quickly if they are no spoiled already. * Store live shellfish refrigerated, preferrably: 4 60°F, in a bowl, deep plate, or rimmed baking sheet and cover w ih a damp towel. Cook them as soon as possible store for no in the than 2 days. Crab and lobster will turn docle in the coold, he ose sure they are confined. Store oysters cupped side down when they are considered to the confined store oysters cupped side down to water they will drown for!

slip into the melt water plastic bag, open to can breather, v them to be all dishes there interaction

on the side ... have not been

SERVING RAW

ERRYING KAW ...
The beauty of raw shellfish:
This is especially true of oysters. → rown...

you eat
raw shellfish, it must be from a safe source (see Shellfish Safety,
346), alive when shucked, properly chilled, and even promptly; raw
shellfish can cause illness if not handled with can. → If you or any your dining companions are pregnant or ha une system, we recommend avoiding the teurized oysters are a good option,

SISH ON THE HALF SHELL

RAW SHE ' 52SI Carefully shue sh sible—see indivi-raw shellfish on th Carefully shue, self-shifts, reserving as much of heir juice as possible—see indivine is hellfish nettries for instructions. Arrange the raw shellfish or fine, a (shell on crushed ice, go y pressing them in so they do not tip on the control of th scallops raw, see Scallo

For shellfish, che Raw oyste: s For sauces, w Becker C Any Mig Tabasce integration serve with

Lemon-w

ABOUT COOKING SHELLFISH

With the notable exceptions of long-simmered spud and octopus, 368, prepare shellfish with a light hand, as most pecies are easy to overcook and tend to turn rubbery. That said, if you are cooking for persons who are pregnant or have weakened immigree systems, cook

SHELLFISH 347

oysters and other st. Wish is is firm and opaque of the to be doubly sure. Another tip that applie When cooking live, in-st intil their shells are open and their flesh by wish to purchase pasteurized shellfish

ny different kinds of shellfish ce they release when cooked or Collect it whenever possible.

and conded juices are practically users. It may be compared to the conded or conded to conded the conded by the conded to conded the conded shucked has a delicious, briny f shucked has a delicious, briny flex. Of the control of the control

of shrimp, crab, and oaxed out of them by Shrimp or Shellfich in Shrimp or Lobster

immersion

of case, keep in mind that you can continue the odds in your favor—by fortifying many recipes with bottled clam juice. Below, find a selection of dishes that yell for many different types. In accordance with the continue to the continue t a mix of shellfish or we tion to these versatile formu-102, Shellfish Paella, 334, and

MIXED SHELLFISH IN MATO SAUCE

clams or mussels, use the larger amount is moist enough to serve over pasta, add extra of the pasta cooking water. Or serve as is with

ons olive oil

dic cloves, coarsely chopped

poon red pepper flakes rring, until fragrant, Add:

ispoon tee p-p-tirring, until fragrant. Add: peeled, 281, and chopped tomatoes or one 28-ounce esited tomatoes white wine) chopped fresh oregano or ½ teaspoon dried

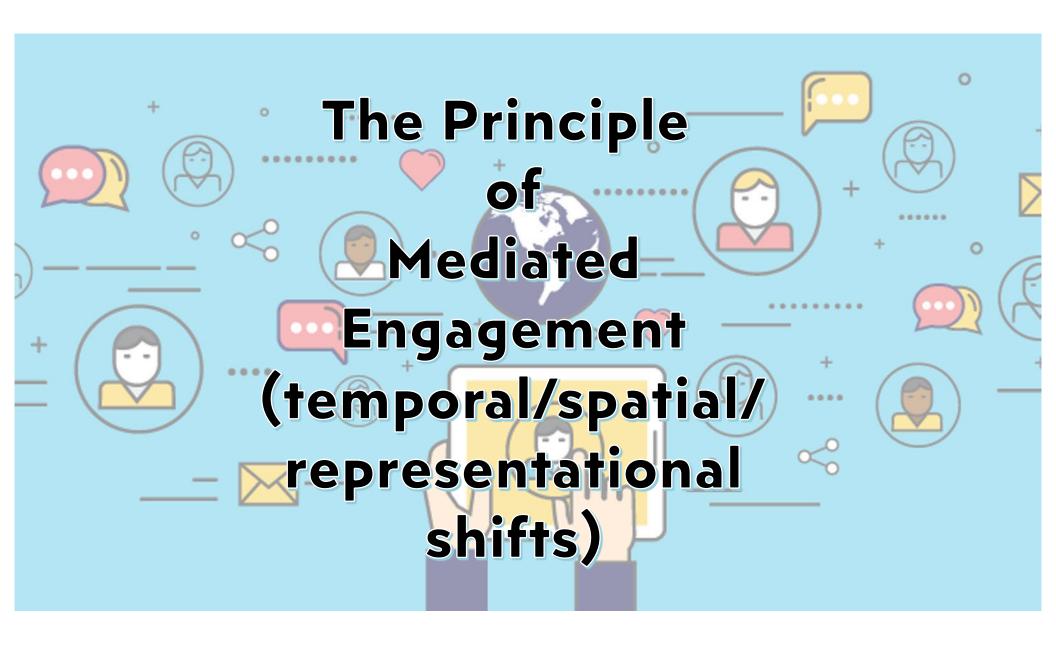
nmer and cook, stirring occasionally, until the toma-

2 to 4 pounds mixed shellfish, such as shrimp, peeled and deveined, 363, cleaned squid, 368, mussels, scrubbed and debearded, 350, hard-shell clams, scrubbed, 352, and cooked whelk, 369, or octopus, 368, cut into bite-sized

Cover the skillet, reduce the heat to medium-low, and cook until the shellfish are cooked (or, in the case of whelk or octopus, heated

Stage 4: Research Communication

incarnation

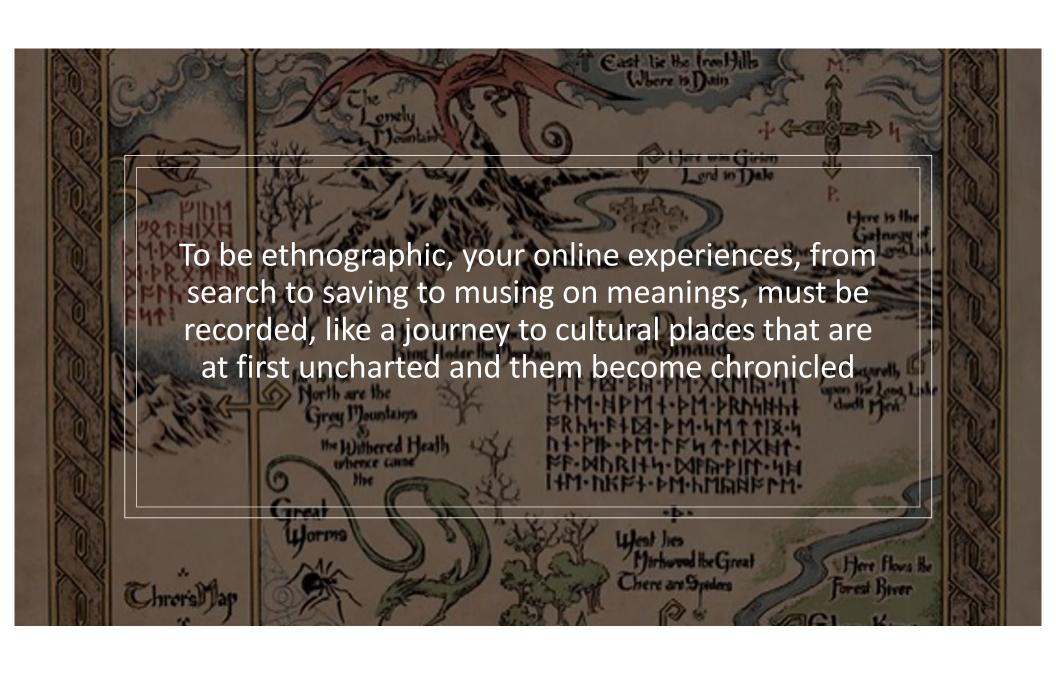


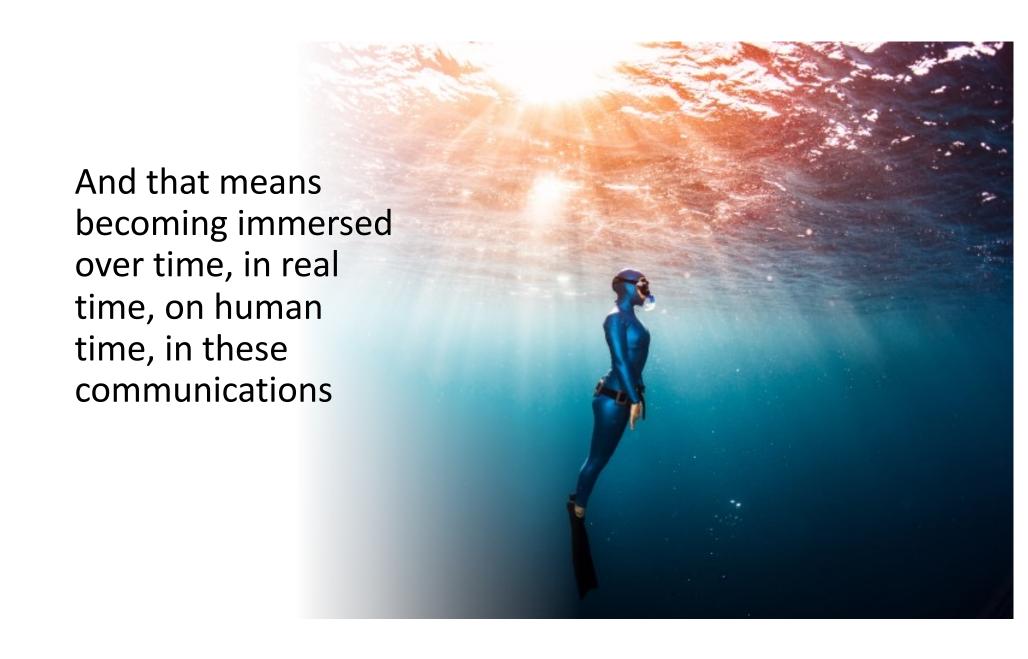


Types of Engagement

- Platform engagement
- Historical engagement
- Cultural engagement
- Intellectual engagement
- Emotional engagement
- Social engagement







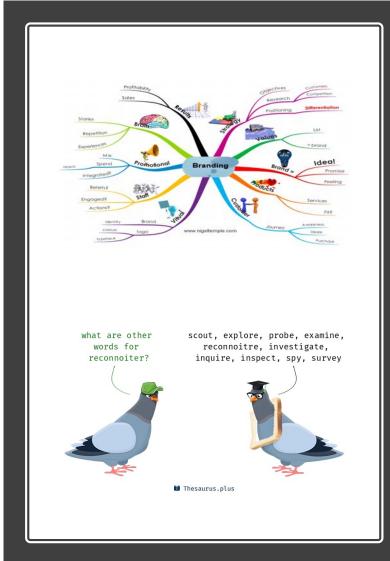


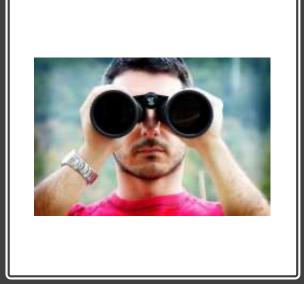
Instead, the key to immersion is your immersion journal

In netnography, I recommend keeping the journal as a PowerPoint (or other presentation) file

Immersion journal

Netnography workshop 2020/2021







Initially, it should chronicle your attempts at cultural wayfinding, mapmaking, or reconnoitering

Recording the process of mapping out the social media territory of the study



General

boards.straightdope.com

askville.amazon.com

Dooyoo.co.uk

forums.web help.org Health and

teambeachbody.com drmcdougall.com diabeticconnect.com forum.bodybuilding.com

 $www. homesteading to day. com\\ Forum. early retirement extreme. com$ www.englishforum.ch

backwoodshome.com forums.gardenweb.com forums.whirlpool.net.au

http://www.disboards.com/

beinglatino.us/

Fitness

Economical and Fast

simplelivingforum.net beprepared federalsoup.federaldaily.com

> preparedsociety. americanpreppers

community.stretcher.com

survivalistb

clippings.gardenweb.cor

dadamo.com

myfitnesspal

orgullosa.com/

caloriecount.about.o

Diet

www.peruanosenusa.net

thesurvivalpodcast.com www.city-da forums.moneysavingexpert.com

lowcarber.org

renewedreflections.com

hispanickitchen.com

quericavida.com/

sparkpeople.com

weightwatchers.com

caloriesperhour.com

Mapmaking of Food and

com
www.cookingclub.com
ww.roadfood.com
chocolateandzucchini.com

Mapmaking of Food and
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spa
weight
chocolateandzucchini.com

Napmaking of Food and
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spa
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caloriesperl

Cooking

answerbag.com

answers.yahoo.com

elanaspantry.com Recipes cooking.stackexchange.com

food.com

forums.miamibeach411.com www.mequieroir.com

mamaslatinas.com www.dcurbanmom.com

com cafemom.com imamother.com

www.mothering.com

www.visajourney.com

Mukbang

forums.vogue.com.au hispanic.co nalenetwork.com foro.univision.ce vivemejor.com/

espanol.answers.yahoo.com

andblade.com TikTok Videos **Virtual Relationships**







Food Porn www.jamieoliver.com

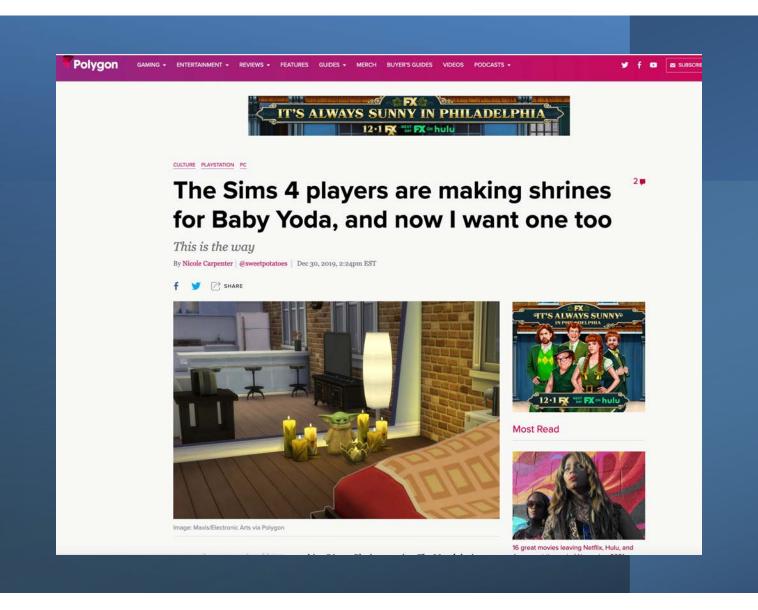
www.deliaonline.com

www.marksdailyapple.com

rawtoodsupport.com



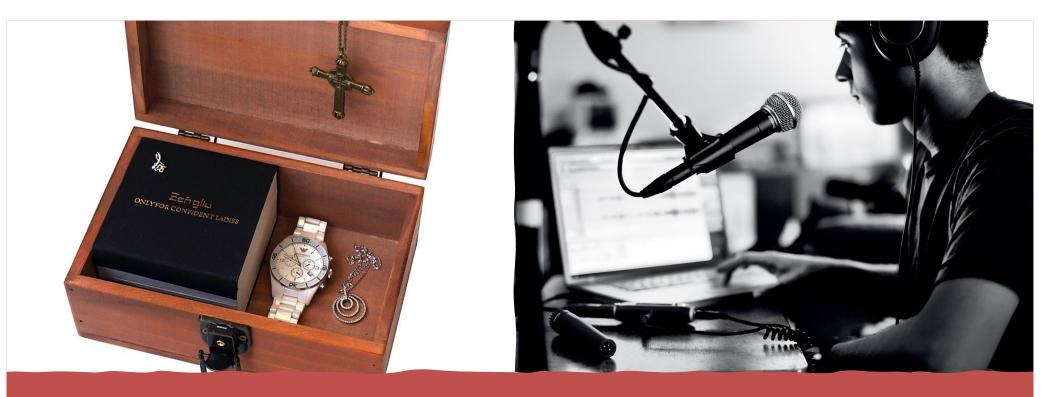
Virtual Cooking





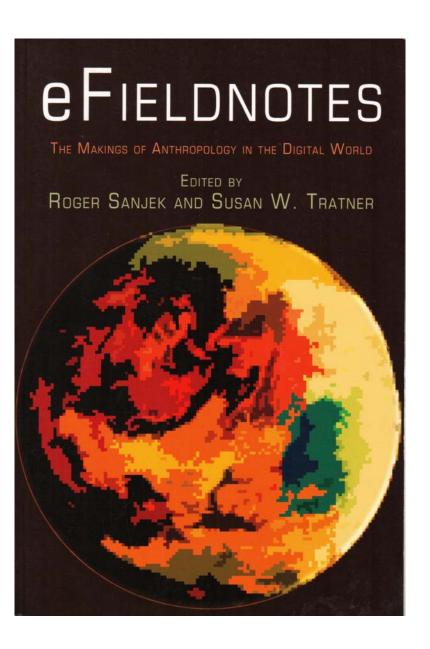






The key is in Recording

• The chronicling of the questioner's quest for answers, emphasizing the quest for and discovery of "deep data"; this means judicious data collection, selective and precise.



Susan Tratner (2016)

- "The major portion of my fieldnotes is what could be called extended scratchnotes: my short descriptions and response recorded while following online message board postings, with a direct URL to a message thread" (p. 182)
- "many complete thread posts are included in my fieldnotes" (p. 184)
- "I create a new, more complete Microsoft Word document for each theme or topic, combining scratchnotes, links, and accompanying descriptions, and reflections from headnotes" (p. 184)
- "All of this results in four different sets of extended scratchnotes entered on four different devices" (p. 186)

Immersion = Engaged Data Collection Operations





Reconnoitering: scouting out and mapping the relevant social media territory



Recording: chronicling the quest for answers



Researching: capturing the play of ideas and data, observation and conceptual frames



Reflecting: capturing the researcher's personal experiences of social media



- Write as yourself
- First person
- The "researcher-as-instrument"
- Capture everything you find interesting
- Thoughts, emotion, connections, intuition, what surprised you, what scared you, what made you laugh
- The immersion journal is also human story
- It is (part of) your story

