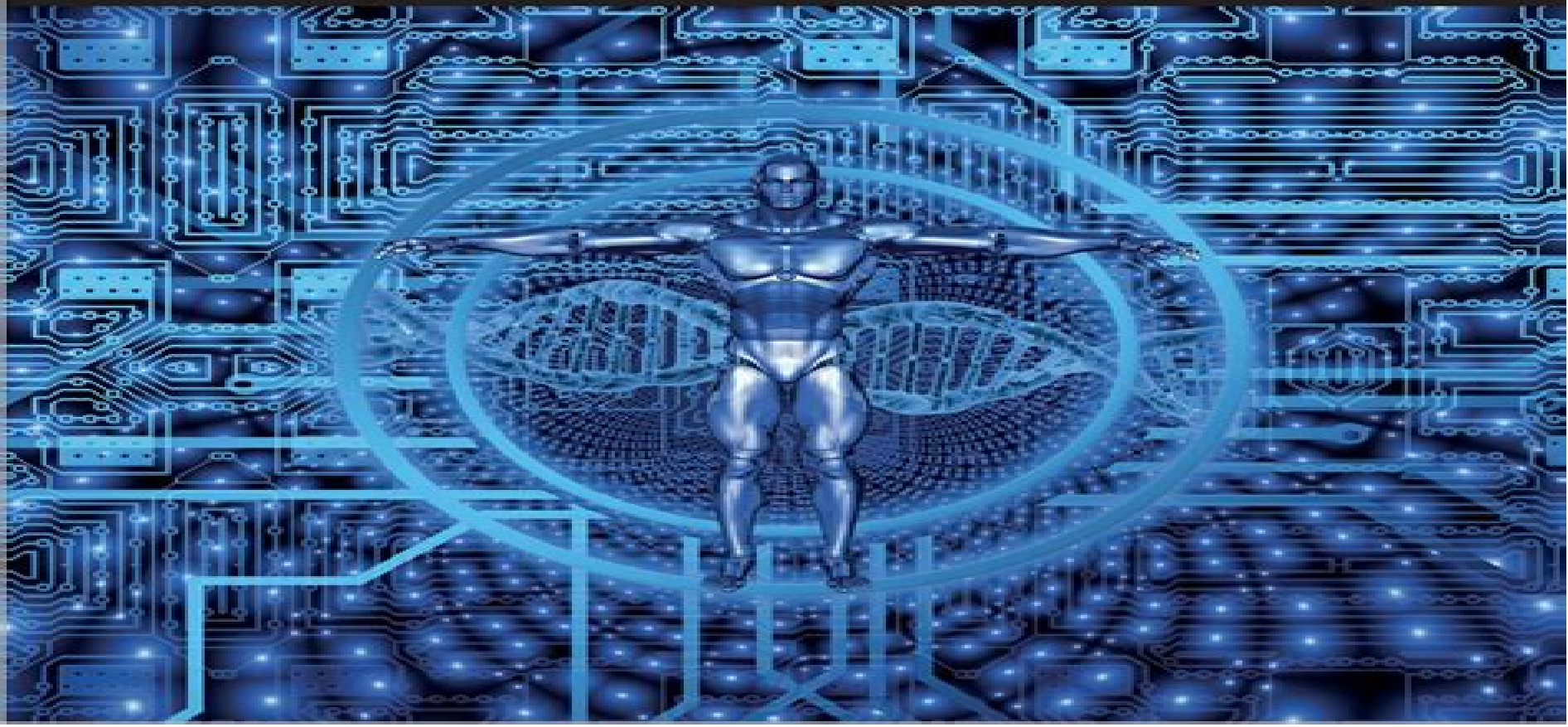


Netnography Unlimited

Understanding Technoculture using Qualitative Social Media Research

Edited by Robert V. Kozinets and Rossella Gambetti



Netnography Redefined

Lars Rinsdorf



Netnography Redefined:

Netnography Robert V Kozinets, 2015-05-15 Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research Explaining and extending prior approaches Netnography Redefined is an indispensable guide to the understanding and conduct of Internet ethnography With this volume netnography is upgraded updated and renewed with the latest netnographic research from media anthropology geography education library sciences travel and tourism linguistics media and cultural studies sociology sexuality addiction research gaming studies and nursing and multiple examples from the worlds of Facebook Twitter LinkedIn and other social media sites Like its predecessor Netnography Redefined includes full step by step procedural guidelines for the accurate and ethical conduct of netnography Yet this edition adapts netnography to include big data and social media analytics as well as further incorporating notions of network analysis It deepens the practice of netnography through participative engagement introspection alternative representation and a new humanist focus Netnography Redefined presents readers with up to date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed

Netnography Robert V Kozinets, 2015-07-24 Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research Explaining and extending prior approaches Netnography Redefined is an indispensable guide to the understanding and conduct of Internet ethnography With this volume netnography is upgraded updated and renewed with the latest netnographic research from media anthropology geography education library sciences travel and tourism linguistics media and cultural studies sociology sexuality addiction research gaming studies and nursing and multiple examples from the worlds of Facebook Twitter LinkedIn and other social media sites Like its predecessor Netnography Redefined includes full step by step procedural guidelines for the accurate and ethical conduct of netnography Yet this edition adapts netnography to include big data and social media analytics as well as further incorporating notions of network analysis It deepens the practice of netnography through participative engagement introspection alternative representation and a new humanist focus Netnography Redefined presents readers with up to date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed

Netnography Unlimited Robert V. Kozinets, Rossella Gambetti, 2020-12-29 Netnography has become an essential tool for qualitative research in the dynamic complex and conflicted worlds of contemporary technoculture Shaped by academic fields industries national contexts technologies and platforms and languages and cultures for over two decades netnography has impacted the research practices of scholars around the world In this volume 34 researchers present 19 chapters that examine how they have adapted netnography and what those changes can teach us Positioned for students and researchers in academic and professional fields this book examines how we can better use netnographic research to understand the many ways networked technologies affect every element of contemporary business life and consumer existence Netnography Unlimited provides an unprecedented new look at netnography From COVID 19 to influencer

empathy gambling and the Dark Web to public relations and the military AI and more than human netnography to video streaming and auto netnography there has never been a wider or deeper treatment of technocultural netnographic research in one volume Readers will learn what kind of work they can do with netnography and gain an up to date understanding of the most pressing issues and opportunities This book is a must read for those interested in technology research methods and contemporary culture Netnography Robert V Kozinets, Dr. Robert Kozinets, 2019-10-14 In this landmark third edition Netnography The Essential Guide provides the theoretical and methodological groundwork as well as the practical applications helping students both understand and do netnographic research projects of their own

Gemeinschaftsbasiertes Übersetzen im Internet Regina Rogl, 2025-10-13 Ausgehend von einer virtuellen Ethnographie untersucht Regina Rogl Online Übersetzung als Alltags Freizeit und Unterhaltungsaktivität Am Beispiel einer Übersetzungscommunity beleuchtet sie gemeinschaftsbasiertes Übersetzen auf virtuellen Plattformen eine technologievermittelte Form partizipativer Peer Produktion die von den einzigartigen Übersetzungskonzepten engagierter Amateurinnen geprägt ist Die Studie untersucht das enge Zusammenspiel von Handeln Vorstellungen und Technik und fragt Wie gestalten die Mitglieder der Community ihre Übersetzungspraxen zwischen Arbeit Pflicht Spaß und Spiel Welche Vorstellungen von Übersetzung und Gemeinschaft prägen ihre Aktivitäten Und welche soziale Rolle entfaltet Technik hier Das Buch zeichnet ein vielschichtiges Bild der soziotechnischen Handlungspraxis die die Community für sich geschaffen hat

"Emerging Church" - ein dekonversiver Konversationsraum Patrick Todjeras, 2020-07-13 Etwas regt sich Ein Wunsch nach Berleben nein nicht bloß nach Berleben nach Belieben Will man in einer Umwelt belohnen der selbst nicht ganz klar ist warum gerade dieses Gewächs für sie relevant sein sollte muss sich das Gewächs verändern ja transformieren Das geschieht im Zurücklassen von Vertrautem und Aufnehmen von Unvertrautem Das tut die im anglo amerikanischen Raum aufgekommene Emerging Church Die Kirche greift nach Raum Todjeras fragt sich erstmals für den deutschsprachigen Bereich wie in der Emerging Church Bewegung dekonversive Prozesse angeregt werden

Interdisziplinäre Beiträge zur Bildungsforschung 2024 Mayer, Tanja, Meyer-Jensen, Lars, Töpfer, Daniel, Uhlendorf, Niels, 2024-05-16 Der Sammelband macht als Dokumentation des Nachwuchstages 2022 des Interdisziplinären Zentrums für Bildungsforschung IZBF innovative neu entstehende und interdisziplinäre Beiträge zur Bildungsforschung von Nachwuchswissenschaftlerinnen der Berliner Universitäten einer breiteren Öffentlichkeit zugänglich Zudem werden im Band Beiträge zu Fragen und Formaten die den wissenschaftlichen Nachwuchs und Mittelbau betreffen geliefert As documentation of the Early Career Researchers Day 2022 of the Interdisciplinary Center for Educational Research IZBF this anthology makes innovative emerging and interdisciplinary contributions to educational research by young researchers from Berlin universities accessible to a broader public In addition the volume provides contributions on issues and formats that affect early and mid career researchers

Selfies - Selbstthematisierung in der digitalen Bildkultur Ramón Reichert, 2023-07-06 Selfies zählen längst zum allt

glichen Medienhandeln Sie sind nicht nur Verstärker von Aufmerksamkeiten digitaler Ego Netzwerke sondern beherrschen die Bildkulturen unserer Gegenwart Von Kriegs Selfies über die Rich Kids of Instagram und Foodporn hin zur neoliberalen Selbstoptimierung mittels Fitness Tracker Ramon Reichert liefert eine messerscharfe Analyse der Selbstthematisierung im digitalen Zeitalter und verbindet so Plattformkritik mit einer Kritik an digitaler Subjektivität Er rückt Selfies jedoch auch als Ermöglichung einer kritischen Reflexion des Selbst und seiner Praktiken des Erzählens Zeigens und Mitteilens in den Fokus Distanziert vom Selfie Kult legt er widerstandige Bildpraktiken beispielsweise in der feministischen Protestbewegung im Iran offen und zeigt wie neue digitale Kontexte einer selbstreflexiven Thematisierung entstehen können **SnAppShots.**

Smartphones als Kamera Ulrich Hägele, Judith Schühle, 2021 Die Digitalisierung der Fotografie und des Films in den 1990er Jahren war ein Paradigmenwechsel in Funktion Produktion und Kamerapraxis Chemische Entwicklungslabore waren obsolet geworden das Warten hatte ein Ende die visuellen Produkte waren umgehend verfügbar Und dennoch das Fotografieren mit einem eigens dafür notwendigen Apparat blieb besonderen Gelegenheiten vorbehalten oder war zumindest anlassbezogen Doch dann kam das Smartphone Seine Popularisierung bedeutet einen massiven Umbruch für die Welt der Bilder eine Revolution die Alltag und Freizeit unsere visuellen Praxen aber auch viele Berufsfelder elementar verändert hat und noch verändern wird Nicht mehr nur das Fotografieren an sich sondern vielmehr das Teilen von und Kommunizieren durch Fotografien in den sozialen Netzwerken bestimmt seither die Lebenswelt vieler Menschen Die Kommission Fotografie der Deutschen Gesellschaft für Volkskunde widmete sich mit ihrem Kooperationspartner den Staatlichen Museen zu Berlin im Rahmen der Tagung SnAppShots Smartphones als Kamera im Oktober 2020 diesem Paradigmenwechsel Der Tagungsband vereint Beiträge von Wissenschaftlerinnen aus den Fachbereichen Geschichte Kunstgeschichte Ethnologie Empirische Kulturwissenschaft Europäische Ethnologie Erziehungswissenschaft Pädagogik und Medienwissenschaft ein Kaleidoskop zur visuellen Welt des Smartphones *Ageing and Digital Technology* Barbara Barbosa Neves, Frank Vetere, 2019-01-08 This book brings together Sociologists Computer Scientists Applied Scientists and Engineers to explore the design implementation and evaluation of emerging technologies for older people It offers an innovative and comprehensive overview not only of the rapidly developing suite of current digital technologies and platforms but also of perennial theoretical methodological and ethical issues As such it offers support for researchers and professionals who are seeking to understand and/or promote technology use among older adults The contributions presented here offer theoretical and methodological frameworks for understanding age based digital inequalities participation digital design and socio gerontechnology They include ethical and practical reflections on the design and evaluation of emerging technologies for older people as well as guidelines for ethical participatory professional and cross disciplinary research and practice In addition they feature state of the art international empirical research on communication technologies games assistive technology and social media As the first truly multidisciplinary book on technology use among ageing demographics and intended for students researchers

applied researchers practitioners and professionals in a variety of fields it will provide these readers with insights guidelines and paradigms for practice that transcend specific technologies and lay the groundwork for future research and new directions in innovation

Ethnografie Stefan Thomas, 2018-09-04 Diese Einführung in die Ethnografie wendet sich an alle Sozialwissenschaftlerinnen die ethnografisch forschen wollen Ethnografie ist im strikten Sinne als Feldforschung zu verstehen Ethnografisch Forschende müssen sich hinaus in die Sozialwelt wagen Aus diesem Grund ist Ethnografie immer zuerst teilnehmende Beobachtung Zugleich lässt sich diese im Rückgriff auf den empirischen Werkzeugkoffer durch eine Vielzahl an methodischen Zugängen erweitern Wichtig ist zudem die Konzentration auf den Gegenstand beim Schreiben In dem Buch werden entlang der typischen Stationen des Forschungsprozesses die Herausforderungen der ethnografischen Feldarbeit dargestellt Die Einführung möchte gleichzeitig praktisch sein indem konkrete Umsetzungsperspektiven aufgezeigt werden Am Ende sollten Leser und Leserin soweit vorbereitet sein um ein eigenes Ethnografieprojekt durchführen zu können

Handbook of Research on Advanced Research Methodologies for a Digital Society Punziano, Gabriella, Delli Paoli, Angela, 2021-09-03 Doing research is an ever changing challenge for social scientists This challenge is harder than ever today as current societies are changing quickly and in many sometimes conflicting directions Social phenomena personal interactions and formal and informal relationships are becoming more borderless and disconnected from the anchors of the offline reality These dynamics are heavily marking our time and are suggesting evolutionary challenges in the ways we know interpret and analyze the world Internet and computer mediated communication CMC is being incorporated into every aspect of daily life and social life has been deeply penetrated by the internet This is due to recent technological developments that increase the scope and range of online social spaces and the forms and time of participation such as Web 2.0 which widened the opportunities for user generated content the emergence of an internet of things and of ubiquitous mobile devices that make it possible to always be connected This implies an adjustment to epistemological and methodological stances for conducting social research and an adaption of traditional social research methods to the specificities of online interactions in the digital society The Handbook of Research on Advanced Research Methodologies for a Digital Society covers the different strands of methods most affected by the change in a digital society and develops a broader theoretical reflection on the future of social research in its challenge to always be fitting suitable adaptable and pertinent to the society to be studied The chapters are geared towards unlocking the future frontiers and potential for social research in the digital society They include theoretical epistemological and ontological reflections about the digital research methods as well as innovative methods and tools to collect analyze and interpret data This book is ideal for social scientists practitioners librarians researchers academicians and students interested in social research methodology and its developments in the digital scenario

Research Methods for Education in the Digital Age Maggi Savin-Baden, Gemma Tombs, 2017-01-12 What is research in education And what is it for in a digital age Reflecting upon these questions this engaging introduction provides

critical discussion about the dilemmas of researching education in the digital age and ways forward for research in this complex area *Research Methods for Education in the Digital Age* begins by outlining forms of education that are seen as digital such as virtual blended immersive learning and examining the extent to which these are different or just adapted versions of earlier methods and approaches to education Maggi Savin Baden and Gemma Tombs explore current practices in research identifying the successful adoption and adaption of theories and present practical guidance on new and emerging methodologies methods and analytical practices for undertaking educational research New methodologies discussed include digital arts based inquiry and digital visual methodologies as well as adaptations of widely used methodologies such as ethnography for the specific needs of researching digital teaching and learning The book outlines the major challenges faced by today's digital researchers exploring approaches to digital ethics the relationship between qualitative and quantitative data in the digital age digital data representations and portrayal and suggests helpful ways of dealing with the complexities and ethical challenges of undertaking research in and for digital spaces Using case studies research tips a glossary and annotated further reading the authors take a step by step approach from conceptualizing the research ideas selecting the appropriate method to the dissemination of the findings At a time when education is changing rapidly with digital and technological advances *Research Methods for Education in the Digital Age* is essential reading for researchers wanting to undertake sound and rigorous research in the digital domain

South Asian Creative and Cultural Industries Khaleel Malik, Rajinder Dudrah, 2020-06-29 It is widely acknowledged that creativity is emerging as one of the most important sources of economic growth This book investigates the varied forms of the creative and cultural industries including the arts culture film design and other related fields In this book the chapters showcase new research insights into the recent growth of the creative and cultural industries which can be located across the intersection of the arts and humanities business studies and social science disciplines The contributors provide rich empirical insights about the creative and cultural industries of related to and connected with South Asia both from across its diasporas and from around the world This includes a variety of illustrative examples of creativity from the Bollywood film industry to the growth of the creative sector in countries like the UK India and Bangladesh making the book an engaging read for anyone who is interested to learn more Using contemporary and fresh examples from South Asia and its diasporas *South Asian Creative and Cultural Industries* offers new research perspectives on a growing and important region of the world This book was originally published as a special issue of the *South Asian Popular Culture* journal

Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector Santos, José Duarte, Pereira, Inês Veiga, 2021-06-25 The healthcare sector has never been under as much pressure as it is today This pressure has motivated organizations to reinvent themselves forcing management and marketing to take a more active role Due to this reinvention organizations must incorporate a stronger culture of management and marketing orientation that allows companies to define their course optimize their resources

communicate with their stakeholders more efficiently and encourage customers to become more involved with the company This need is particularly urgent in the healthcare sector as its weight in the economy has grown recently and it must prepare for economic recovery Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector provides knowledge and skills to apply management and marketing on strategic tactical and operational aspects with an emphasis on the healthcare industry Various aspects of management and marketing such as operations management quality management human resources brand management and digital marketing are discussed The book is ideal for management and marketing academics their students undergraduate graduate programs researchers managers advertisers healthcare organizations hospital boards pharmaceutical representatives and marketers who need to optimize the potential of management marketing applied in the healthcare industry Qualitative Methodologies in Tourism Studies Milka

Ivanova,Dorina-Maria Buda,Elisa Burrai,2022-09-05 Disruptive and creative research methodologies proposed in this book are designed to dismantle neoliberal narratives deployed in tourism studies and wider social sciences Progressing criticality in tourism studies this volume showcases cutting edge contributions ranging from reflexivity subjectivities and dreams to messy emotions in auto ethnographic accounts of fieldwork motherhood capital accessing Inuit communities collective memory work ethnodrama and creative non fiction amongst others Disruption and creativity are the two ideas around which tourism geographers challenge and begin dismantling hegemonic ideologies in tourism studies The chapters in this book provide a vantage point from where to disrupt first before tourism geographers can engender progress and transformation within and outside of the field In tourism studies in general and tourism geography in particular the years of the 2000s have witnessed an emphasis on qualitative methodological research both in terms of the topics addressed and the types of methodological tools In many ways this legitimisation of qualitative work mirrors developments in other areas such as human geography sociology and anthropology in which this book is anchored The authors debate in more depth how tourism studies offer multidimensional multilogical and multi emotional approaches to research design The chapters were originally published as a special issue of the journal Tourism Geographies **Researching the Creative and Cultural Industries**

Simone Wesner,2024-08-01 Research into creative and cultural organisations has proliferated benefitting from insights from a range of disciplinary perspectives Starting a research journey can be daunting in such a diverse field This book provides expert insights into research process and practice with a qualitative focus The book helps readers to plan execute and analyse research turning their work into data results and new knowledge Taking an individual perspective the author addresses a trio of paradigms methodologies and methods and applies them to the whole research process from start to finish The book seamlessly links theoretical and conceptual aspects with best research practice along the way A book for researchers at all stages of their work the resources are also valuable for students and reflective cultural practitioners who want to know how to plan implement and evaluate their research project Unconventional Methodology in Organization

and Management Research Alan Bryman,David A. Buchanan,2018-03-21 Most researchers in organization and management studies stick to two or three traditional research methods like surveys and interviews Sticking with the familiar is seen as a safe bet and innovation is discouraged by academic incentives and rewards But research participants are now suffering from survey fatigue and using the same old methods runs the risk of generating the same old findings This book describes twelve unconventional methodologies in organization and management research These include unconventional research settings and data sources unconventional research designs and data collection methods unconventional analytic approaches and designs and methods that exploit new technology developments The aim is to encourage dialogue and experimentation with regard to the development of innovative unconventional approaches to organization and management research Several commentators have criticized the way in which research methods have become more formulaic and have argued for greater diversity in research approaches The methodological perspective that the we adopt shapes our interpretation of the information that we gather Different methods generate different kinds of information leading to different ways of understanding the phenomena that we are investigating Our methods influence our styles of theorizing ways of thinking and reasoning and forms of writing and reporting research This book will be of value to academic researchers in organization and management studies Doctoral candidates and Masters students on MBA and similar programmes *Cutting Edge Research Methods in Hospitality and Tourism* Fevzi Okumus,S. Mostafa Rasoolimanesh,Shiva Jahani,2023-01-25 *Cutting Edge Research Methods in Hospitality and Tourism* sits at the forefront of fast paced developments in the tourism and hospitality industry highlighting the importance of applied and pure research to address the theoretical and practical problems and gaps *Innovations in Smart Cities Applications Volume 5* Mohamed Ben Ahmed,Anouar Abdelhakim Boudhir,İsmail Rakıp Karas,Vipul Jain,Sehl Mellouli,2022-03-03 This book sets the innovative research contributions works and solutions for almost all the intelligent and smart applications in the smart cities The smart city concept is a relevant topic for industrials governments and citizens Due to this the smart city considered as a multi domain context attracts tremendously academics researchers and practitioners who provide efforts in theoretical proofs approaches architectures and in applied researches The importance of smart cities comes essentially from the significant growth of populations in the near future which conducts to a real need of smart applications that can support this evolution in the future cities The main scope of this book covers new and original ideas for the next generations of cities using the new technologies The book involves the application of the data science and AI IoT technologies and architectures smart earth and water management smart education and E learning systems smart modeling systems smart mobility and renewable energy It also reports recent research works on big data technologies image processing and recognition systems and smart security and privacy

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