

Digital Ethnography: Principles and Practice

By Sarah Pink, Heather Horst, John Postill, Larissa Hjorth, Tania Lewis, Jo Tacchi

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This sharp, innovative book champions the rising significance of ethnographic research on the use of digital resources around the world. It contextualises digital and pre-digital ethnographic research and demonstrates how the methodological, practical and theoretical dimensions are increasingly intertwined.

Digital ethnography is central to our understanding of the social world; it can shape methodology and methods, and provides the technological tools needed to research society. The authoritative team of authors clearly set out how to research localities, objects and events as well as providing insights into exploring individuals' or communities' lived experiences, practices and relationships.

The book:

- Defines a series of central concepts in this new branch of social and cultural research
- Challenges existing conceptual and analytical categories
- Showcases new and innovative methods
- Theorises the digital world in new ways
- Encourages us to rethink pre-digital practices, media and environments

This is the ideal introduction for anyone intending to conduct ethnographic research in today's digital society.

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