Digital Ethnography: Why Now?

Or Can We Afford Not to Embrace the Change?

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From Ubiquitous Social Networking

**Digital Ethnography:** The aim of digital ethnography is to understand the nature of phenomena when observed in the context of a specific socio-cultural framework.

**Problem:**
How can hyper text media tools be used to engage, inform and educate users?

*Approached from the context of* “not knowing” what needs to be known. In contrast to a hypothesis, techniques for study include observing and understanding the action “in context” as well as understanding the symbolic meaning of the actions. First hand participation provides insight into and the understanding of the culture. Derived from this observation, a common understanding of behaviors surrounding digital media and its impact on society are found.

The New Media Consortium: 2010 Horizon Report

- One Year or Less ----- Mobile Computing
- Two to Three Years------ Electronic Books and Simple Augmented Reality
- Four to Five Years------- Gesture Based Computing and Visual Data Analysis

The EDUCAUSE Center for Applied Research Study of Undergraduate Students and Information Technology, 2009

Mobile Me
Technology Rich
Interactive Tools and Social Networking Websites
Course Ware and Learning Management
Hi Tech and Hi Touch

Social Networking (SNS) Life Cycle

- Evaluate content on SNS
- Create a Presence and Arrange Content
- Push Content
- Select/Acquire Content
- Organize Content for Retrieval

Lessons Learned
- Disruptive Technologies Reach Users
- Relative Ease of Use
- Form of Grey Literature
- Relevant to Information and Knowledge