

DIGITAL ETHNOGRAPHY IN PRACTICE

Summer School

Full Program

WELCOME

2 June *Introducing to the Summer School dynamics, content and activities*
Elisenda Ardévol

UNIT 1

DIGITAL ETHNOGRAPHY (ONLINE)

2 June - 9 June

This unit has four online parallel seminars to introduce Digital Ethnography principles and fieldwork. Each Seminar has a text or video and an online forum to interact with the instructor and the other participants about the seminar content. We suggest viewing and reading the texts prior to this week in order to ensure to most benefit from the seminars.

Introduction to digital ethnography:

Digital visual and sensory ethnography

Discussion with Sarah Pink

Video: <https://www.youtube.com/watch?v=Zfv2qD5iUiA>

Web sites:

www.energyanddigitalliving.com

www.laundrylives.com/home

Essential reading: Pink et al (2016) *Digital Ethnography: principles and practice*. London: Sage. Chapter 1. Ethnography in a Digital World

Digital and visual techniques in fieldwork:

Go-Pro cameras

Discussion with Shanti Sumartojo

Video 1: <https://www.youtube.com/watch?v=cGeqeHJVXW8>

Video 2: (Summer school video to be added)

Essential reading: Pink, S., S. Sumartojo, D. Lupton and C. Heyes La Bond (2017) 'Mundane Data: the routines, contingencies and accomplishments of digital living' *Big Data and Society* 4(1). <http://journals.sagepub.com/doi/10.1177/2053951717700924>

Digital Photography

Discussion with Edgar Gómez Cruz

Video: (Summer School video to be added)

Essential reading: Gómez Cruz, E. (2016). Trajectories: digital/visual

data on the move. *Visual Studies*, 31(4), 335-343.

<http://www.tandfonline.com/doi/full/10.1080/1472586X.2016.1243019?scroll=top&needAccess=true>

Social Media Ethnography

Discussion with John Postill

Essential reading: Social media ethnography the digital researcher in a messy web, *Media International Australia*, 145(1), 123-134.

https://www.academia.edu/2046692/Social_media_ethnography_the_digital_researcher_in_a_messy_web

General Readings for Unit 1:

Pink, Horst, Postill, Hjorth, Lewis and Tacchi et al (2016) *Digital Ethnography: principles and practice*. London: Sage.

UNIT 2

FIELDWORK (ON SITE)

13 June – 17 June

This unit is composed of ethnographic fieldwork and planning workshops and ethnographic fieldwork at the Sónar technology and music festival:

13 June (4pm-7pm)

Preparation Workshop (at RMIT Europe)

In this session we will discuss the main framework of our research and introduce the event as a field of research and the opportunities to explore at Sónar

Introduction to the Summer School

Elisenda Ardévol and Sarah Pink

Researching Events

Alba Colombo

Doing collaborative research

Débora Lanzeni

Ethics for a future-focused research agenda

Sarah Pink

Please prepare for this session before coming to the summer school by viewing and reading the following:

Video: <http://vrc.org.au/visual-research-ethics-symposium-videos>

Reading: Pink, S. (2017) 'Ethics in a changing world: embracing uncertainty, understanding futures, and making responsible interventions' in S. Pink, V. Fors, T. O'Dell and (eds) *Working in the between: theoretical scholarship and applied practice*. Oxford: Berghahn

13 June (7pm-8:30pm)

Reception for participants at RMIT Europe and Sónar accreditations

14 June (10am - 1pm) **Planning Workshop (at SÓNAR)**

In this session we will discuss the main framework of our research and decide the groups composition and dynamics for the fieldwork

Defining Research Questions: Sarah Pink and Elisenda Ardévol
Research Groups assemble: Débora Lanzeni

Essential reading: Pink, S. Ardévol, E. Lanzeni, D. (2016) Digital Materiality, *Digital Materialities; Design and Anthropology*, Bloomsbury.

15 June - 17 June **FIELDWORK AT SÓNAR**

Research Groups will do ethnographic research at at Sónar with the guidance of the tutors. There will be regular meet-ups between summer school participants and tutors during the fieldwork process. We also have an online forum to share fieldwork experiences. The summer school will end with a group session to share preliminary insights and findings and to set the agenda for our online analysis and writing up sessions.

UNIT 3 **ANALYSIS AND WRITING (ONLINE)**

19 June - 30 June This unit has two workshops for discussing social media research, sharing data, analyzing and writing a collective report. Each workshop has an online forum to discuss each workshop topic.

Doing Ethnographic Analysis
Workshop with Débora Lanzeni, Elisenda Ardevol and Sarah Pink

Essential reading: Pink, Sarah (2015), Interpreting multisensory research: organizing, analyzing and making meaning, in *Doing Sensory Ethnography*, Sage.

Writing digital ethnography
Workshop with Shanti Sumartojo, Elisenda Ardevol and Sarah Pink

Essential reading: Pink, Sarah (2013) Photography and ethnographic writing, in *Doing Visual Ethnography*, Sage.

General readings for Unit 3: Pink, Sarah (2015) Representing Sensory Ethnography, communicating, arguing and the non-representational in *Doing Sensory Ethnography*, Sage.

All videos and reading materials will be available in the online classroom after admitted registration.