

# **Digital Kultur 2**

Understanding Digital Media

NIFR 2023

# Agenda

## Digital Kultur

- Kursusoverblik
- Læse akademisk tekst
- Skrive fagligt essay
- Key Elements of Digital Media
- Case study: What are video games?

# Kursusoverblik

10/2	Understanding Digital Media & Culture	NIFR	Grupper	
21/2	Artificial Intelligence	BEHU		
3/3	Privacy, Politics & Crime	NIFR	Have valgt et emne	
16/3	Digital Identity & Promotion of self	NIFR	Vejledning	
30/3	Guest Lecturer: Meme Culture, Shitstorms & Lovestorms	NIFR / ANAC	Vejledning	
30/4	Ingen forelæsning		Aflevering	
4/5	Studenderseminar: Elevatorpitch & Feedback	ITA-22		

# Casearbejde

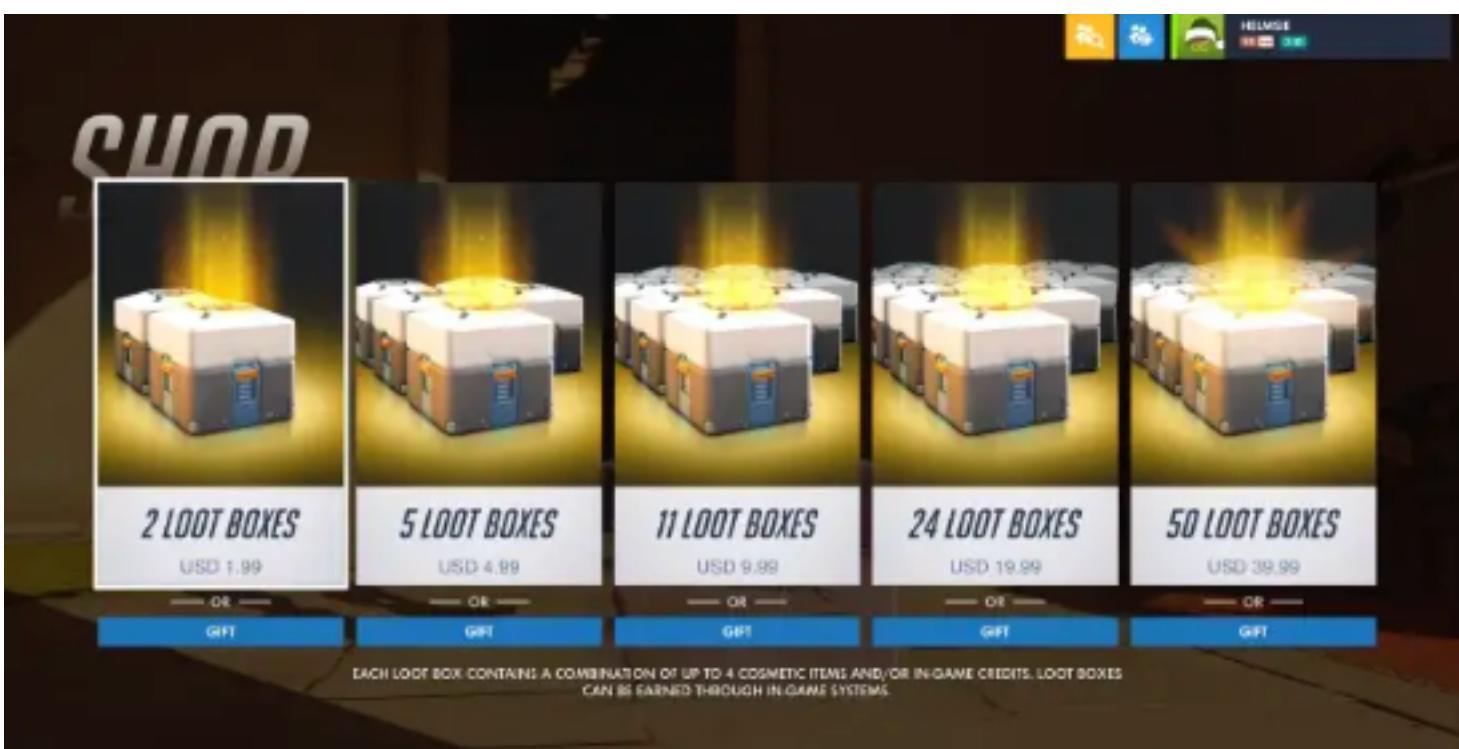
## Digital Kultur 2

- I skal **vælge, beskrive og analysere** et aktuelt kulturelt fænomen, en kulturel gruppering og/eller et sæt af kulturelle normer og værdier/forestillinger
- Metode: Etnografiske eller netnografiske observationer, interviews, indholdsanalyse - Posts på sociale medier og fora, kritisk analyse af apps, kvalitatitv interviews af deltager i kulturelt fænomen
- I skal arbejde i gruppe med at finde projekt og undersøge det (grupperne er lavet)
- Benspænd: I skal ikke allerede være eksperter

# Case Eksempler

↑ r/AMA · Posted by u/mositemecha 11 hours ago  
381 I am a UPS employee who is working with many others to organize the biggest strike in US history this summer. AMA.  
↓ If you haven't seen any media coverage about the upcoming conflict between UPS and the Teamsters union which represents most of its employees, this is a very good summary:  
<https://www.cnbc.com/2023/02/03/ups-teamsters-labor-fight-union-contract.html>  
Most of the time, you'll hear Teamsters representatives say that we don't want a strike, but we're willing to do it if UPS won't give us a fair contract, because that's the only way we have bargaining leverage.  
However, I'm not just willing to strike. I want to. AMA.  
27 Comments Share Save Hide Report Tip 94% Upvoted

AMA kulturen på reddit



Mikrotransaktioner i spil

Lønsedler på reddit

TheWizzDK1 MOD +2 · 3 mo. ago · Stickied comment  
Vi har lavet et flair til lønsedler nu og jeg er i gang med at ændre flair på samtlige posts nu. Dette kan bruges til at filtrere disse post fra jeres feeds.  
En megatråd vil nok ikke fungere super godt til dette, da man ikke kan poste billeder direkte i en kommentar, kun links. (dette bliver dog ændret meget snart fra Reddits side af)  
Vote Reply Share Report Save Tip Follow 4 more replies

Pepe the frog som et alt-right symbol



Ghosting på dating apps



Hvordan påvirker viral eksponering individet?



# Case Eksempler

## **Kids' and young adults' self-representation on TikTok**

How does the TikTok users, in the age of 13-25, represent themselves through the Renegade dance challenge videos and in which way does the context surrounding the challenge affect the creators?

**Empiri:** Tiktokvideoer + interview med brugere

## **Incels**

How is emotional support, such as; caring, empathy and concern, expressed by the members in the comment sections on the latest 10 threads on Incel.co?

**Empiri:** Kommentarer på Incel.co

## **Gamer identity of female streamers on Twitch.tv**

We want to investigate the phenomenon of being a female streamer, by observing the streamer Pokimane and her self-representation, in order to learn about the identity of a female gamer.

**Empiri:** Streaming videoer

## **Ghosting og online dating**

Hvordan oplever unge kvinder/mænd fænomenet online ghosting, og hvilken betydning har det for deres selvopfattelse og forhold til dating?

**Empiri:** Spørgeskemaundersøgelse > dybde-interviews

# Case study

## Rapport

- Max 8 sider
- 1 side består af 2400 tegn
- En rapport består af:
  - Problem
  - Introduktion & teoretisk belæg (**minimum 2 tekster**)
  - Empiri / indsamlet data
  - Analyse / Diskussion
  - Konklusion

# Verdens korteste eksempel

## Rapport: Case study

- **Introduktion / Problem:** På grund af facebooks udbredelse er sorgpraksis begyndt at sprede sig til de sociale medier.
  - Hvordan og hvorfor sørger folk over deres kæledyr på nettet?
- **Teori:** Vi har fundet flere artikler, der beskriver sorgpraksis på nettet. Det viser sig at mange poster billeder, med ledsagende tekst og bliver kede af det hvis billedet ignoreres.
- **Empiri:** Vi har interviewet 3 personer, der alle har postet billeder af deres kæledyr i forbindelse med kæledyrets dødsfald. De postede alle billeder i forbindelse med dødsfaldet. Ingen af dem blev dog kede af, at de ikke fik nogle likes, da deres primære intention var at informere deres venner om kæledyrets dødsfald.
- **Analyse:** Den teori vi har inddraget i projekter påpeger årsagen til sorgpraksis som primært motiveret for at blive anerkendt på mediet. Vi synes at have fundet en anden motivation, som respondenter beskriver på denne måde ...
- **Konklusion:** Der er flere årsager til at folk poster billeder af deres kæledyr på nettet, når der opstår dødsfald.

Giv et eksempel på 1 kulturel praksis, aktivitet eller værdi, som er særligt danske

At læse akademisk tekst

# Om at læse akademisk tekst

## Digital Kultur

- Det er **svært** og det tager **tid**
- Det bliver nemmere med tiden
- Læs helheden og undgå alle detaljer
- Få det gjort - forelæsninger er et redskab til at forstå dem bedre
- Identifier: Hvad sker der i teksten nu?

# Om at læse akademisk / faglig tekst

Det er **svært** og det tager **tid**

- Kræver fuld koncentration
- 5-10 sider/time er at forvente i starten
- Stop op og tænk over hvad i læser

# Om at læse akademisk / faglig tekst

Det er **svært** og det tager **tid**

- Kræver fuld koncentration
- 5-10 sider/time er at forvente i starten
- Stop op og tænk over hvad i læser

Det bliver ikke sværere end nu - hvis det er sværere end akademisk tekst er det **dårligt skrevet**

(Synes jeg)

# Læs helheden

Glem alle detaljer

- Hvad er det grundlæggende forfatteren forsøger at fortælle om?
- Hvilket problem / fænomen fremstiller han?
- Omformuler for dig selv - gør sætninger simplere
- Hvis du slår hvert ord op du ikke forstår - mister du “momentum” og helhedsforståelse (synes jeg)
- Læse en tekst != Skimme

## Glem alle detaljer

One of the first sets of discourses that related specifically to the idea of a knowledge- or information-driven economy was the concept of post-industrialism. This concept can be traced through a number of sociological thinkers, such as Daniel Bell (1973, 1979) and Alain Touraine (1971), and popular writers such as Alvin Toffler (1970, 1980) and Peter Drucker (1979).

The basic concept of post-industrialism involves an economic transition from a manufacturing-based economy towards an economy based on services. Service provision, and not the production of material goods, becomes the primary economic activity and greatest source of wealth. Alongside this shift towards service industries would be the growth of technical and professional employment.

# Glem alle detaljer (min metode)

Jeg forstår det ikke  
helt

One of the first sets of discourses that related specifically to the idea of a knowledge- or information-driven economy was the concept of post-industrialism. This concept can be traced through a number of sociological thinkers, such as Daniel Bell (1973, 1979) and Alain Touraine (1971), and popular writers such as Alvin Toffler (1970, 1980) and Peter Drucker (1979).

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# Glem alle detaljer (min metode)

Det er jeg ligeglættet med -  
måske relevant senere

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# Glem alle detaljer (min metode)

Fra produktion til services - Fra  
at hugge brænde til at sælge  
konsulentydelser

One of the first sets of discourses that related specifically to the idea of a knowledge- or information-driven economy was the concept of post-industrialism. This concept can be traced through a number of sociological thinkers, such as Daniel Bell (1973, 1979) and Alain Touraine (1971), and popular writers such as Alvin Toffler (1970, 1980) and Peter Drucker (1979).

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# Glem alle detaljer (min metode)

Han gentager bare sig selv og  
uddyster lidt

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# Glem alle detaljer (min metode)

Og skiftet gælder også for dem  
der arbejder (selvfølgeligt)

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Hvad sker der i teksten nu?

# Forklare hvad post-industrialismen er (redegørende)

One of the first sets of discourses that related specifically to the idea of a knowledge- or information-driven economy was the concept of post-industrialism. This concept can be traced through a number of sociological thinkers, such as Daniel Bell (1973, 1979) and Alain Touraine (1971), and popular writers such as Alvin Toffler (1970, 1980) and Peter Drucker (1979).

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# 2 overordnede faser

## Non-fiction / Faglitteratur

- **Redegør** for noget:
  - Hvad er post-industrialismen?
  - Hvordan defineres begrebet incel i en kulturel sammenhæng?
- **Analyserer / Diskuterer:**
  - Hvorfor stemmer borgernes forventninger ikke overens med udbudet af offentlige digitale serviceydelser?
  - Hvilke lighedstegn er der mellem gambling og mikrotransaktioner?

# Struktur Essay

- Introduktion
  - Introduktion
  - Opsummering af kommende indhold  
(Thesis statement)
- Analyse
  - Besvarer spørgsmålet
  - Viser forståelsen
  - Argumentation
- Konklusion

## 1. Introduction

The introduction moves from general to specific. This is where you:

- open with a short orientation (introduce the topic area(s) with a general, broad opening sentence (or two);
- answer the question with a thesis statement; and
- provide a summary or 'road map' of your essay (keep it brief, but mention all the main ideas).



## 2. Body

The body of your essay consists of paragraphs. Each is a building block in the construction of your argument. The body is where you:

- answer the question by developing a discussion.
- show your knowledge and grasp of material you have read.
- offer exposition and evidence to develop your argument.
- use relevant examples and authoritative quotes.

If your question has more than one part, structure the body into sections that deal with each part of the question.



## Conclusion

The conclusion moves from specific to general. It should:

- restate your answer to the question;
- re-summarise the main points and;
- include a final, broad statement (about possible implications, future directions for research, to qualify the conclusion etc).

However, NEVER introduce new information or ideas in the conclusion - its purpose is to round off your essay by summing up.

# Introduktionen

Q: Hvordan udviser individer og organisationer sorg over Irma's nedlukning?

- Coop Danmark har valgt at nedlukke Irma og dets tilhørende butikker.
- Tidlige kunder og borgere har udtrykt deres sorg og frustrationer på de sociale medier, og dette essay vil undersøge hvordan borgere og brugere har udtrykt deres sorg.
- Det viser sig at en gruppe twitter og facebookbrugere benytter et sprog og et sæt symboler, der kan drages paralleller til fysisk begravelsespraksis. (Thesis statement)
- Derudover kan en gruppe brugere samtidigt identificeres som modstand til strømning, hvori de latterliggør reaktionerne. (Thesis statement)

## 1. Introduction

The introduction moves from general to specific. This is where you:

- open with a short orientation (introduce the topic area(s) with a general, broad opening sentence (or two);
- answer the question with a thesis statement; and
- provide a summary or 'road map' of your essay (keep it brief, but mention all the main ideas).

# Empiri til analysen: Paraleller til fysisk begravelsespraksis

## 2. Body

The body of your essay consists of paragraphs. Each is a building block in the construction of your argument. The body is where you:

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- offer exposition and evidence to develop your argument.
- use relevant examples and authoritative quotes.

If your question has more than one part, structure the body into sections that deal with each part of the question.

Magnus Sæbye  
@msaebye · Følg

Simpelthen en skandale og tragedie at Irma lukker. Og at Coop vælger slå Irma, Kvickly og Super Brugsen sammen er for dumt. Det kan man ikke. En institution i Danmarkshistorien er tabt.

11.14 AM · 31. jan. 2023

11 1 Svar Kopér link Læs 8 svar

Amalie Bremer  
@amaliebremer · Følg

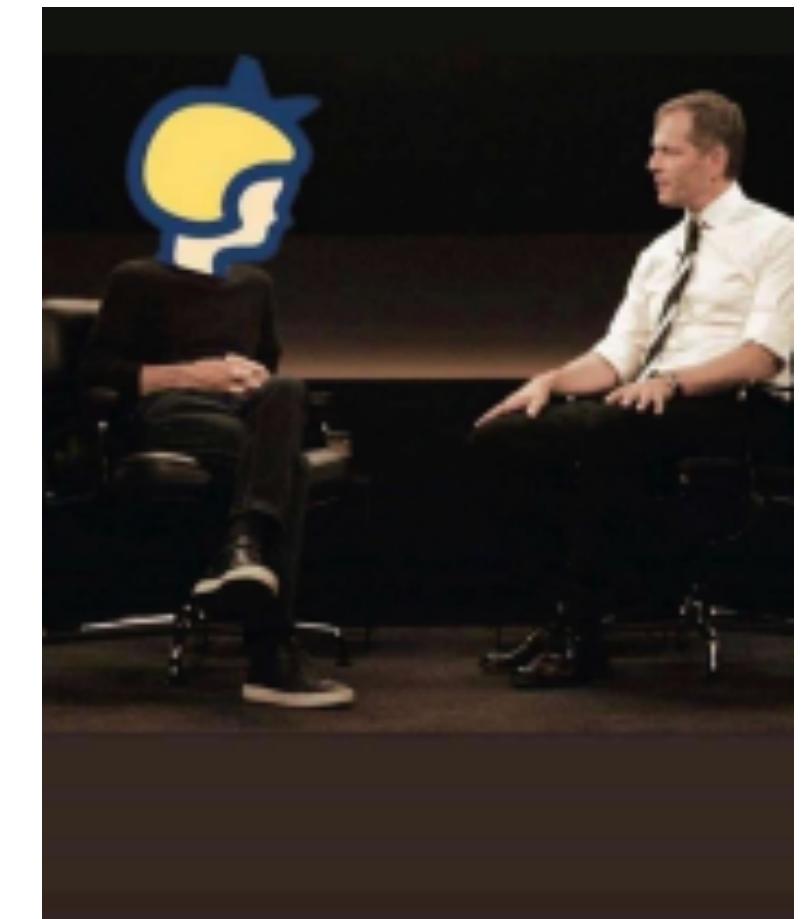
Irma lukker. Jeg er dybt rystet. Elsker det sted, gider ikke handle andre steder. Fuck, hvor rip..

11.02 AM · 31. jan. 2023

102 Svar Kopér link Læs 8 svar

Irma · 31. januar kl. 11.22 ·

Kære alle sammen  
I har måske set nyheden, at Irmas butikker lukkes eller konverteres til andre butiksconcepter i Coop. Dermed lukkes Irma som selvstændigt butiksconcept.  
Vi er selv meget berørte af nyheden og svarer derfor ikke på henvendelser i dag. Vi henviser til Coops øvrige sider på de sociale medier.  
fra alle os i Irma



<https://www.tiktok.com/@tv2kosmopol/video/7196964810263678213?lang=en&q=Irma&t=1675771520222>

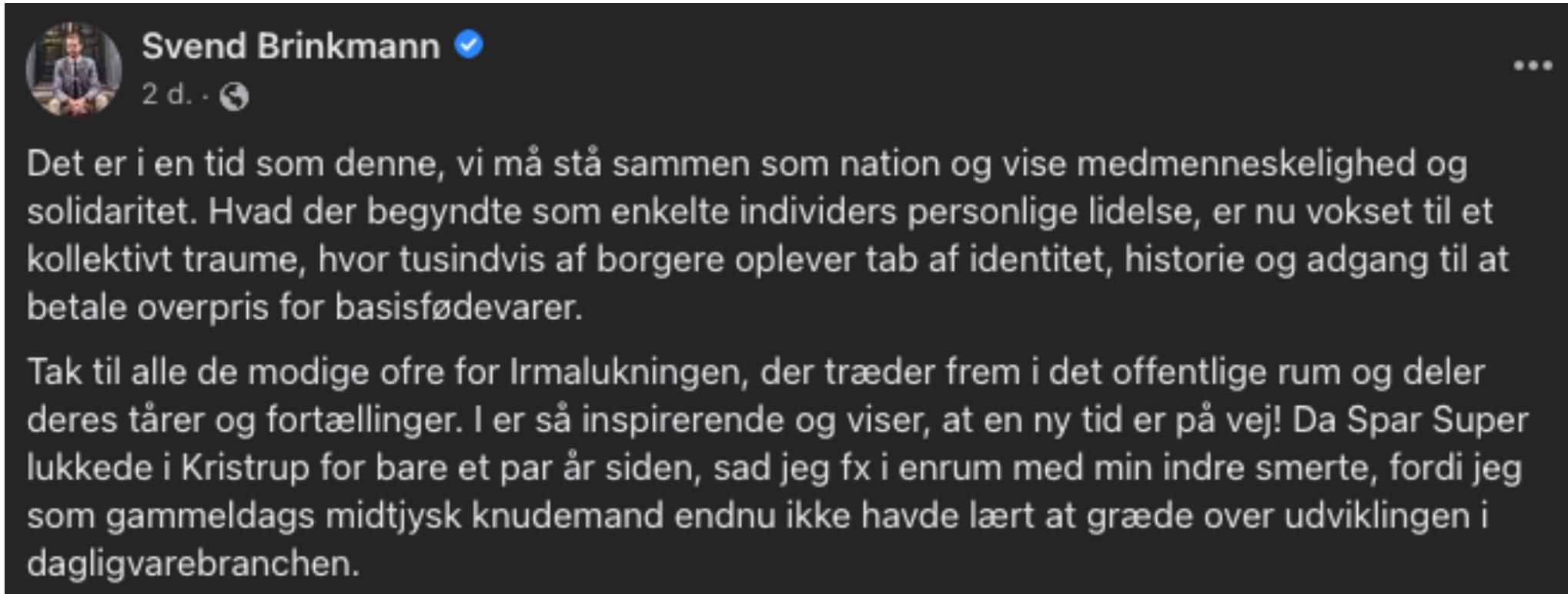
# Empiri til analysen: Modreaktioner

## 2. Body

The body of your essay consists of paragraphs. Each is a building block in the construction of your argument. The body is where you:

- answer the question by developing a discussion.
- show your knowledge and grasp of material you have read.
- offer exposition and evidence to develop your argument.
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If your question has more than one part, structure the body into sections that deal with each part of the question.



Pause

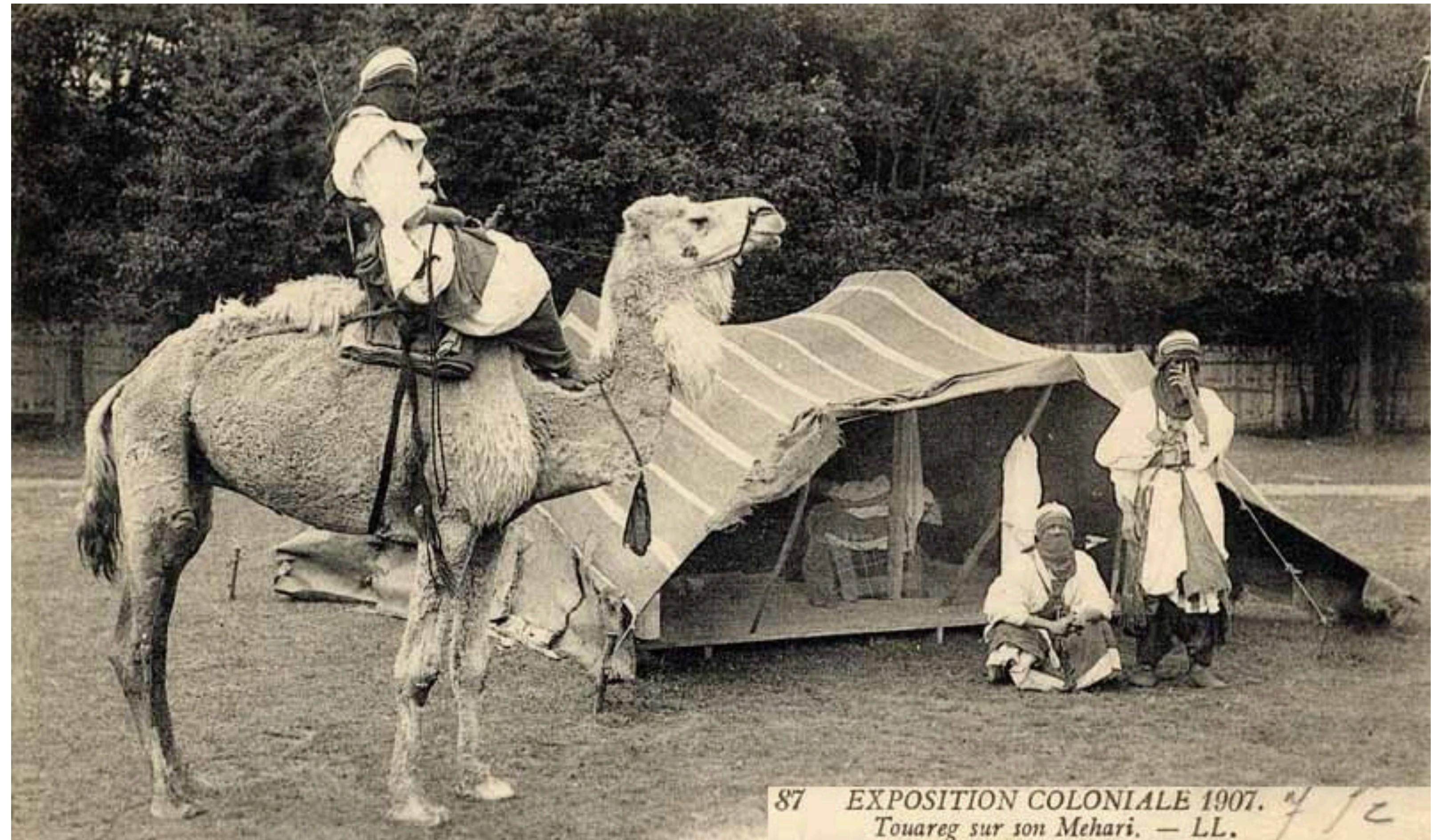
# Key Elements of Digital Media

## Understanding Digital Culture

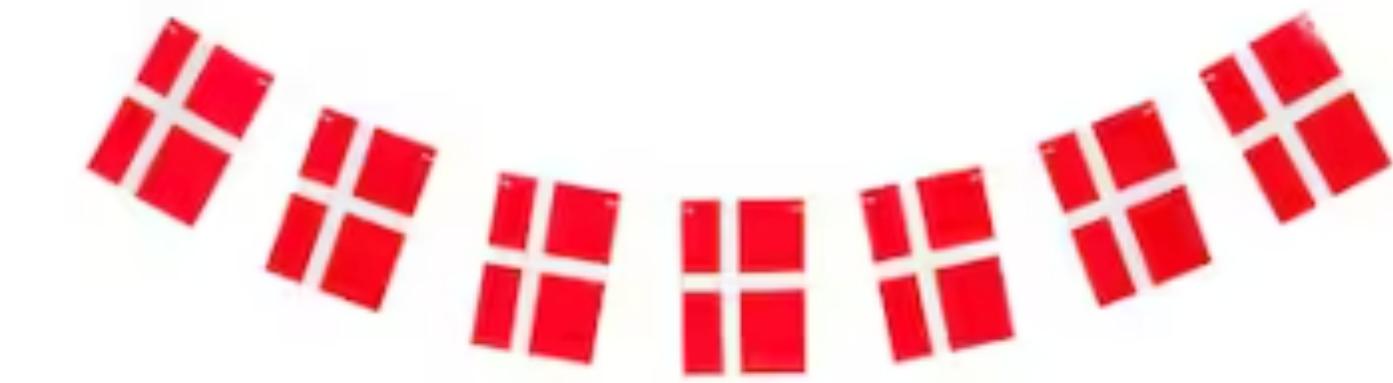
- Værk om at forstå digital kultur
- Hvordan kan vi forstå et begreb som kultur?
- Hvordan defineres de fundamentale elementer i digital kultur?
  - Det **digitale** i digital kultur
  - Kulturformer

# Kulturbegrebet: Etnografisk studie

- Observerende
- Analyserende
- Fortolkende



# Kulturbegrebet: Artefakter - det synlige og historiske



# Kulturbegrebet: Praksisser - det usynlige og nutidige

#me too

Normer



“New normal”

Ritualer



Social Desirability



# Meget kort fortalt

## Kulturbegrebet

- De praksisser og artefakter der er definerende for en kultur
- *“Kultur er det kit, der holder sammen på samfundet, det er så selvfølgeligt at man overser det i sin hverdag”* (Rubow, C., Thomsen, Kulturanalyse kort fortalt)
- Normer
- Institutioner
- Love
- Vaner
- Påklædning

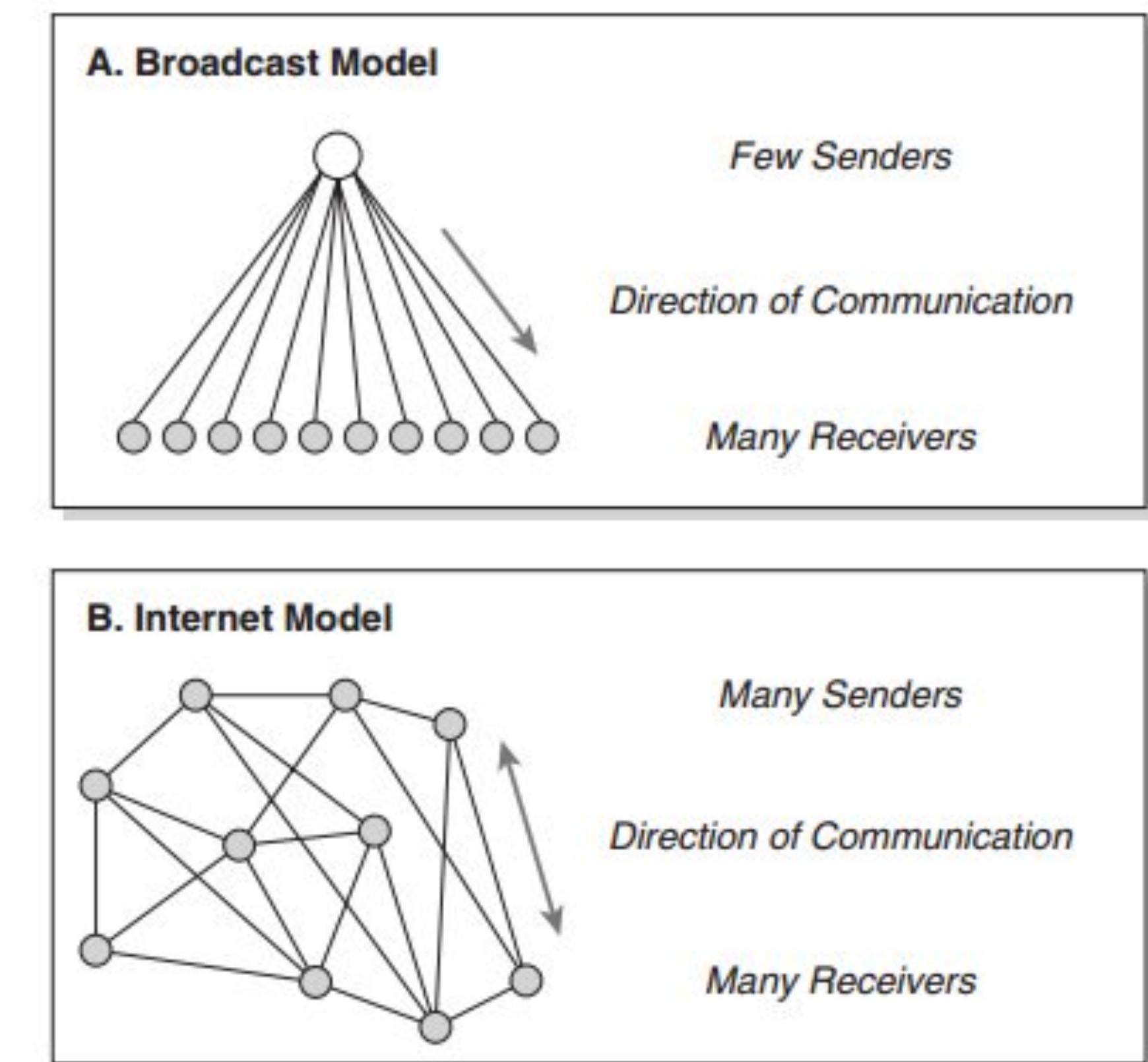
Digitale teknologiers påvirkning af kulturen

Kulturens påvirkning af digitale teknologier

# Key Elements of Digital Culture

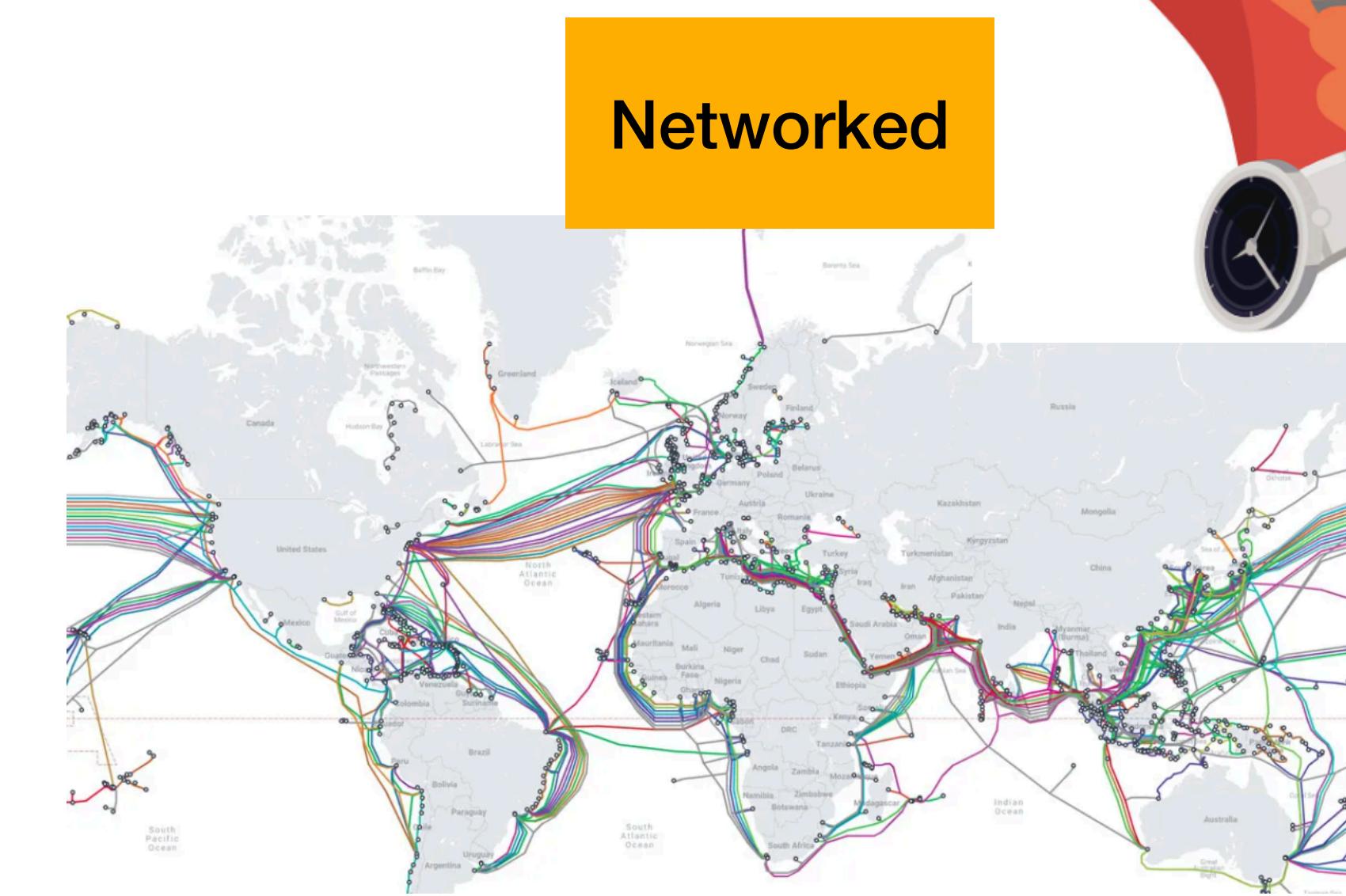
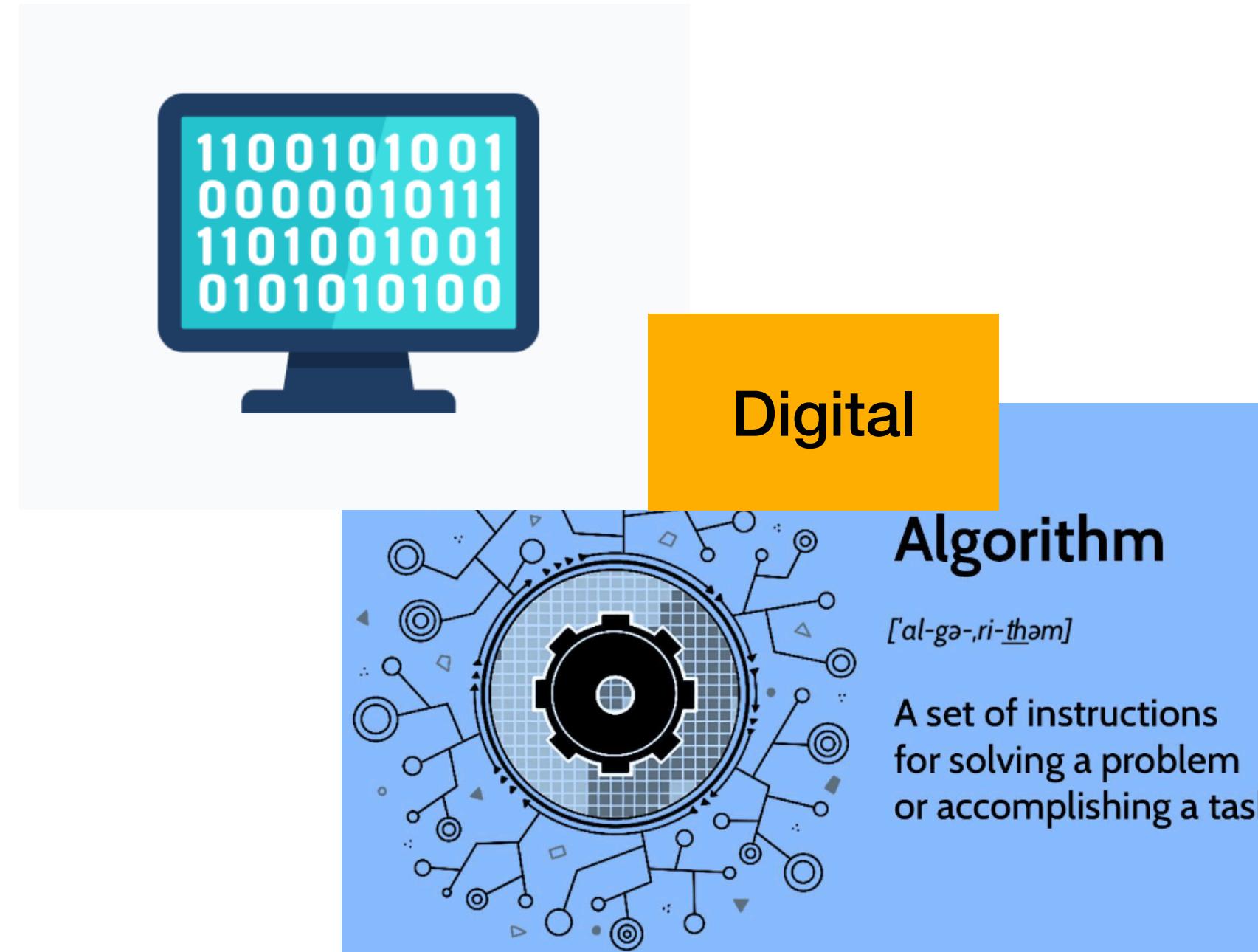
## Broadcast vs Internet

- “New media” (outdated term)
- Aktiv vs. Passiv
- Netværksmodel / Internetmodel
- Decentraliseret
- Metode: Sammenligner med tidlige teknologier



# Key Elements of Digital Culture

## Technical Definition & Processes

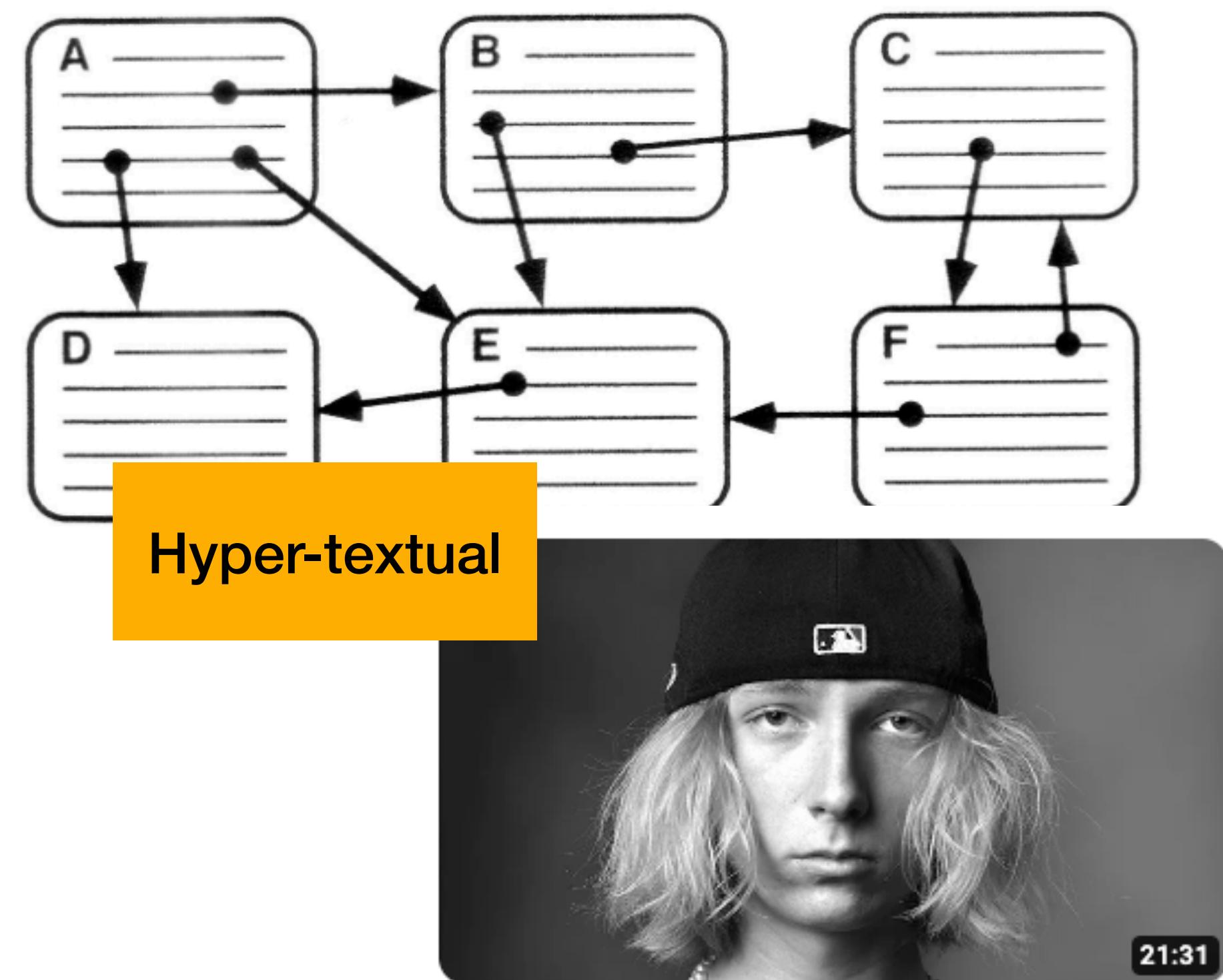


# Key Elements of Digital Culture

# Broadcast vs Internet



A measure of media's potential between the user to let the user exert an influence on the content and/or form of the mediated communication  
(Jensen 1998: 461 cited in Kiosks 2002: 368)



## Fentanyl Addict interview-Jake

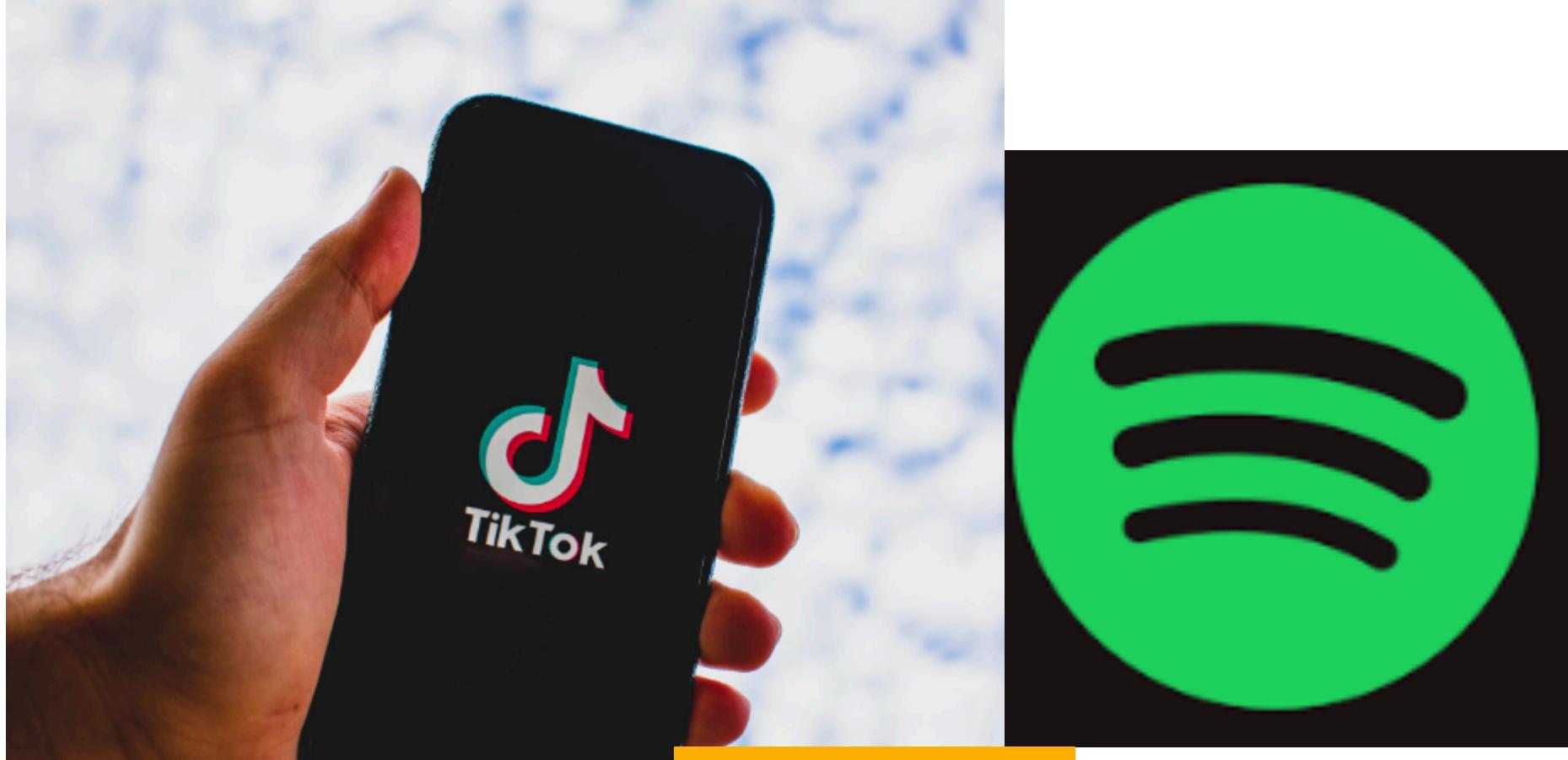
#### **Soft White | Underbelly**

months ago

# Hyper mediated

# Key Elements of Digital Culture

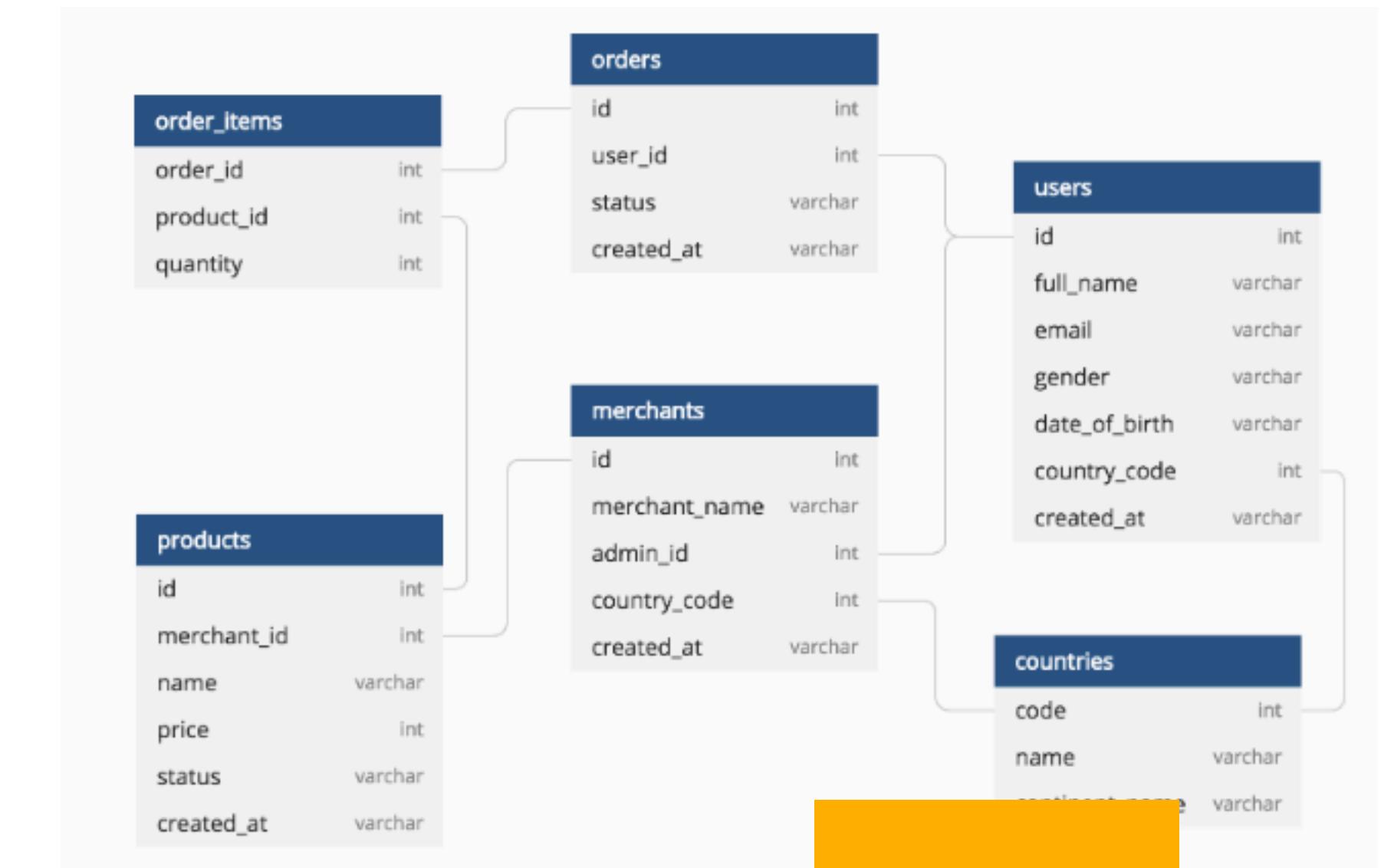
## Broadcast vs Internet



Automated

Sponsored · Shop running shoes :

Adidas Coreracer...	Nike Pegasus Turbo Next...	Nike Performance...	Revolution 6 Next Nature...	Nike NIKE REVOLUTION.
299,95 kr. intersport.dk Free shipping ★★★★★ (81)	779,97 kr. 1.2... Nike Official Free shipping ★★★★★ (123)	324,00 kr. 34... Zalando.dk Free shipping	321,00 kr. Heppo.com DK +29,00 kr. shi...	335,00 kr. Was 419 kr. Spartoo.dk +40,00 kr. shi...
<a href="#">By Producthero</a>	<a href="#">By Producthero</a>	<a href="#">By Bigshopper</a>	<a href="#">By Klarna</a>	<a href="#">By Google</a>



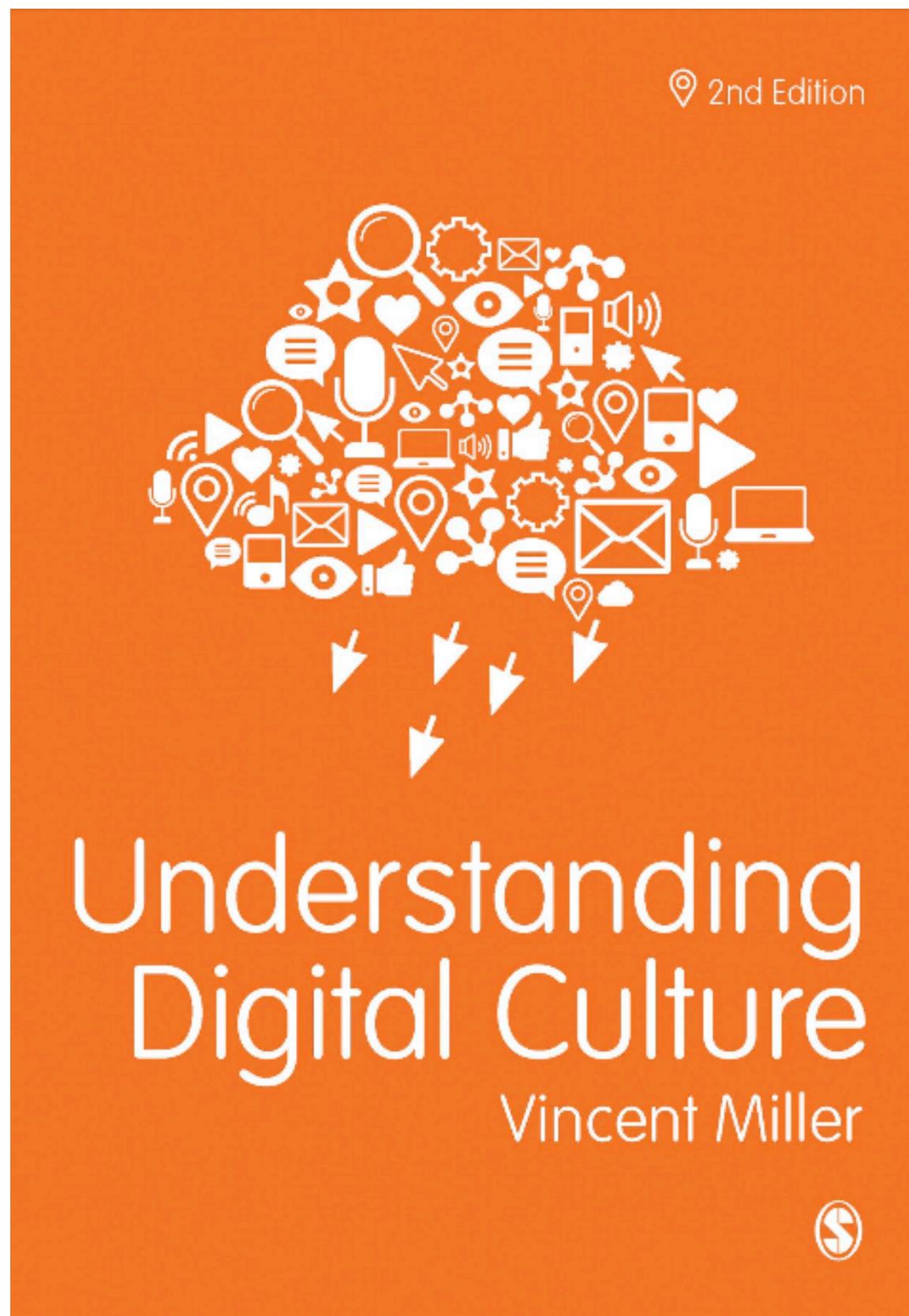
Databased



	first_name	last_name	last_update
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2	NICK	WAHLBERG	2006-02-15 04:34:33
3	ED	CHASE	2006-02-15 04:34:33
4	JENNIFER	DAVIS	2006-02-15 04:34:33
5	JOHNNY	LOLOBRIGIDA	2006-02-15 04:34:33
6	BETTE	NICHOLSON	2006-02-15 04:34:33
7	GRACE	MOSTEL	2006-02-15 04:34:33
8	MATTHEW	JOHANSSON	2006-02-15 04:34:33
9	JOE	SWANK	2006-02-15 04:34:33
10	CHRISTIAN	GABLE	2006-02-15 04:34:33
11	ZERO	CAGE	2006-02-15 04:34:33
12	KARL	BERRY	2006-02-15 04:34:33
13	UMA	WOOD	2006-02-15 04:34:33
14	VIVIEN	BERGEN	2006-02-15 04:34:33
15	CUBA	OLIVIER	2006-02-15 04:34:33
16	FRED	COSTNER	2006-02-15 04:34:33
17	HELEN	VOIGHT	2006-02-15 04:34:33

# Key Elements of Digital Culture

## Context



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Author: Vincent Miller

Publisher: SAGE publications

Date of publishing

Sources

# Key Elements of Digital Culture

## Lack of context

Posted by u/Cloud\_Strifeeee 4 years ago

**127 Why JavaScript is your favorite language ?**

Why JavaScript is your favorite language compared C++, C#, Java, Php, Ruby or another major programming language ?

81% Upvoted

273 Comments Share Save Hide Report Tip

What are your thoughts?

B i θ ↵ A^ ⌂ 99 ... Comment

Sort By: Best ▾

systemadvisory · 4 yr. ago

I freaking love the single threaded asynchronous programming model. I love that the code runs everywhere, including a browser.

45 Reply Share Report Save Tip Follow

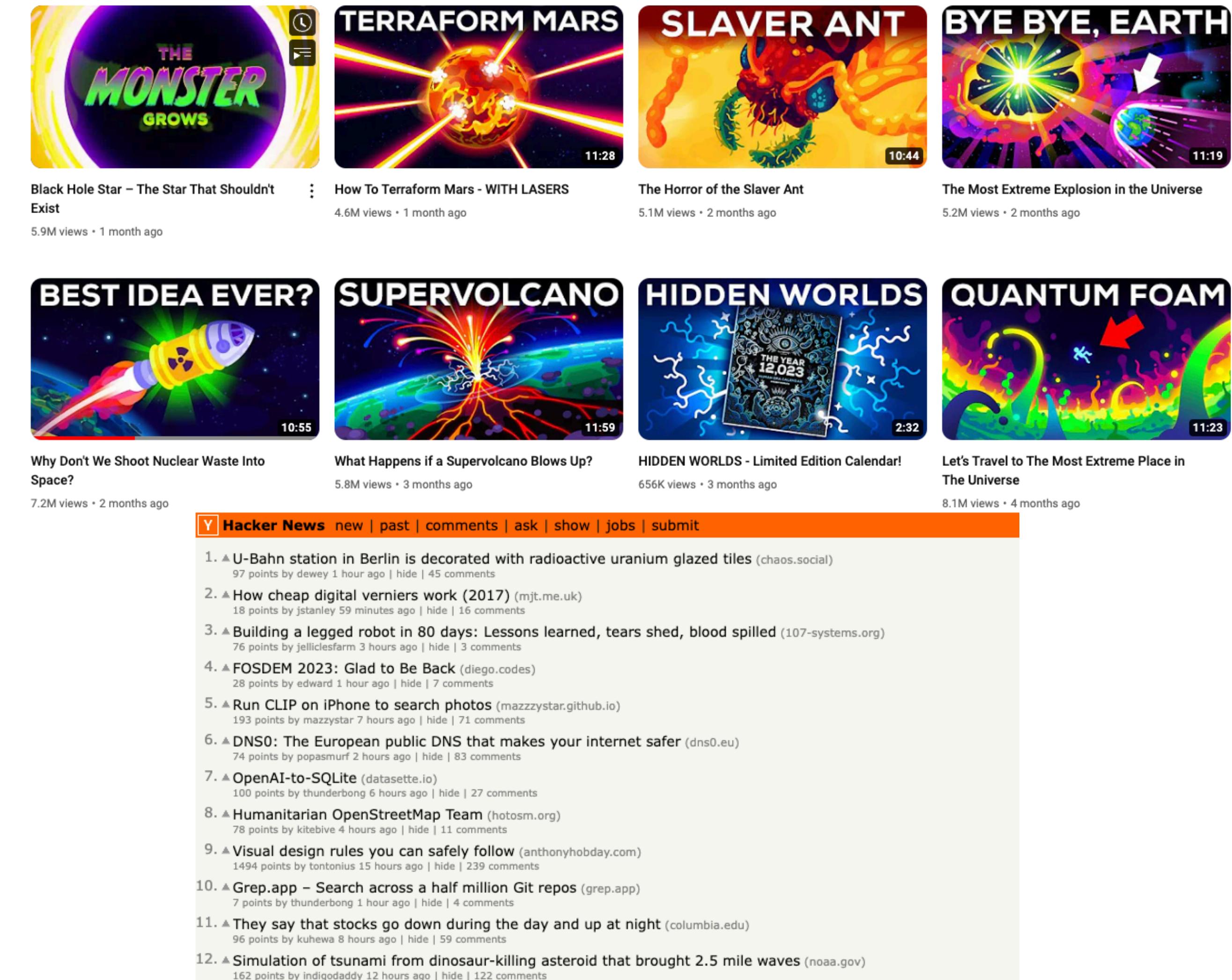
robolab-io · 4 yr. ago

When I was a new programmer I made an awesome Python script to help with some work stuff (I wasn't a dev yet) and no one could figure out how to use it. That made me hate Python.

3 Reply Share Report Save Tip Follow

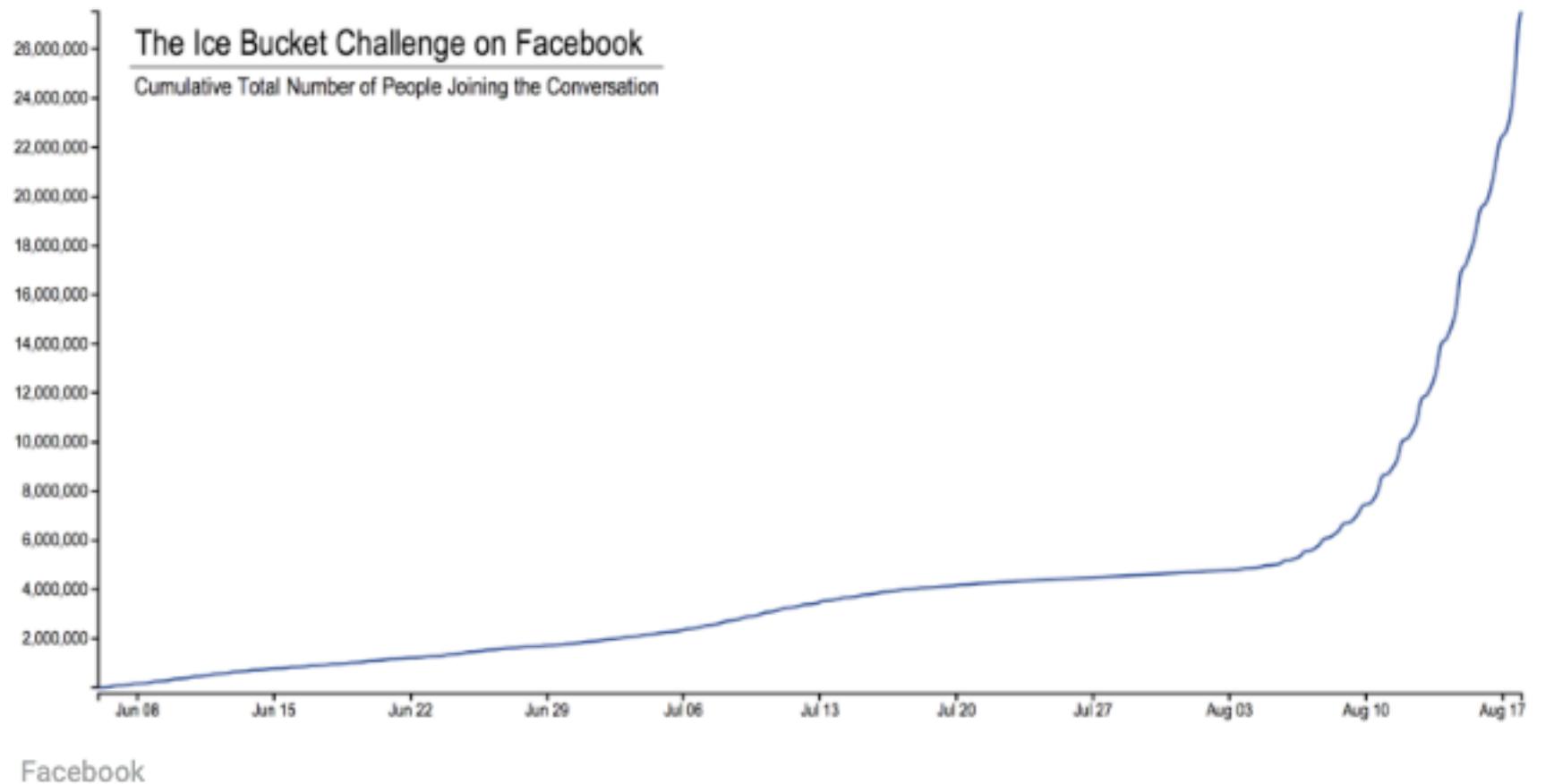
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Comment deleted by user · 4 yr. ago



# Key Elements of Digital Culture

Viral: Ice bucket challenge



**Washington, D.C. (June 4, 2019)** — An independent research organization reported that donations from the 2014 ALS Ice Bucket Challenge enabled The ALS Association to increase its annual funding for research around the world by 187 percent. During this time, ALS researchers made scientific advances, care for people living with ALS expanded and investment in disease research from the federal government grew.

[The report](#) from RTI International documents and quantifies the outcomes of spending from the \$115 million dollars in donations the Association raised through the Challenge. RTI International is an independent consulting firm that helps governments, businesses and nonprofit organizations around the world objectively analyze programs and measure impact.

# Skriveøvelse: 2 sider

What are video games? How can we describe video games as a concept?

- Define the concept of video games
- Include: Introduction, Analysis & Conclusion
- Problem is provided
- Include content from Vincent Millers case study
- Be done - prioritise your time

# Desk Research

Digital Kultur

<https://bibliotek.kea.dk/da/alle-ressourcer/acm-library>