





Both pessimism and optimism: narrow opportunity, versus

chance for growth



• Multifaceted approach to methods...

data.



• Reflects the complexity of real life.

• ~~AND~~ to results - looking for multiple readings of the same

THE UNIVERSITY OF TORONTO



RELIABILITY ON LINE

onininesouires.

• Don't rely exclusively on

• Narrow your research topic

first.

and search engines.

• Know your subject directories

you wish to.



• Keep a detailed record of

sites you visit and the sites

• Double-check all URLs that

your put in your paper.

# 9 anthropological tricks to make people think you're a digital ethnographer

potential fieldsite?

lmao

EXCUSE ME, WHAT?

INSTEAD OF SAYING THIS

SAY THIS COOL THING

**diary**

→ **autoethnography**

*I can't find an academic job because I study memes*

→ *The industry will surely valorize me*

**digital natives**

→ **you mean users :)**

**self-aware**

→ **so meta**

**"post-marxist"**

→ *In "The Stack", Bratton and*

**reality**

→ **intra-action**

*killing time online*

→ **digital ethnography**

*find obscure*

*facebook group*

→ *potential fieldsite? lmao*

*my fieldwork lacks*

*anything approaching a*

*coherent methodology*

→ **ethnography is like jazz :)**

LORD  
BIRTHDAY

mx - deathnography