



THE UNIVERSITY OF TORONTO

RELIABILITY ON LINE

• Don't rely exclusively on

• Narrow your research topic

onininesouires.

first.

• Know your subject directories

and search engines.

• Keep a detailed record of

you wish to.

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

• Authority

• Who is the author?

• Are they named?

• What are their qualifications?

• Are they contractable?

• Have they written elsewhere on similar topics?