

We therefore advance a series of methodological principles for global digital ethnography going forward: that it should employ quantitative online methods such as IC while being fully cognisant of their limitations—limitations that can in part be counteracted by recourse to complementary research findings from (online and offline) ethnography and history. Indeed, we contend that drawing on such qualitative resources is not only helpful but necessary in order to hone the interpretation of the data generated by IC and similar quantitative tools. In this sense, digital anthropology and digital sociology can enhance one another methodologically.

—Born and Haworth, p.75

- **Do you agree that the analysis of hyperlinks is a valuable tool for online research of this kind?**
- **Are there methods other than tools like Issue Crawler that could be used for mixed-methods digital ethnography?**

Yet vaporwave enjoins us to remember that technologies and corporations are never the sole drivers of change. One of many captivating things about the genre is participants' subtle and discerning awareness of the historicity of the Internet. The Tumblr-based pseudonymous actors of vaporwave therefore share with Internet researchers a keen interest in periodizations such as "the age of the hyperlink," but they express this reflexive knowledge through inventive creative practices—ironic hyperlinking, for instance—rather than scholarly publications.

—Born and Haworth, p.83

- **Is this sense of historicity unique to internet genres, or can we see it in more traditional ones too?**
- **What are the implications of writing histories outside of academia, using methods such as visuals and sound? What is an 'ironic' history?**