

# Digital Methods and Schools of (Digital) Media and Communication Studies: **Convergencies and Possibilities in Brazil**

Dr. Elias Bitencourt  
Datalab Design | UNEB - Brazil



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# Who works with digital methods in Brazil?

*(Probably...)*

Those who  
claim to be  
doing but don't  
actually do it

Those who do it  
without realizing  
they are doing it

The ones who  
do it but don't  
call it that

# Brazilian Digital Research agendas and Frameworks *(Narrow View)*

Digital  
Ativism  
1990-2025

Social  
Network  
Analysis  
2000-2015

New  
materialisms  
STS/ANT  
2000-2025

Mix Methods  
ARS/CM/LLM/AI  
2018-2025

Privacy &  
Governance  
1990-2025

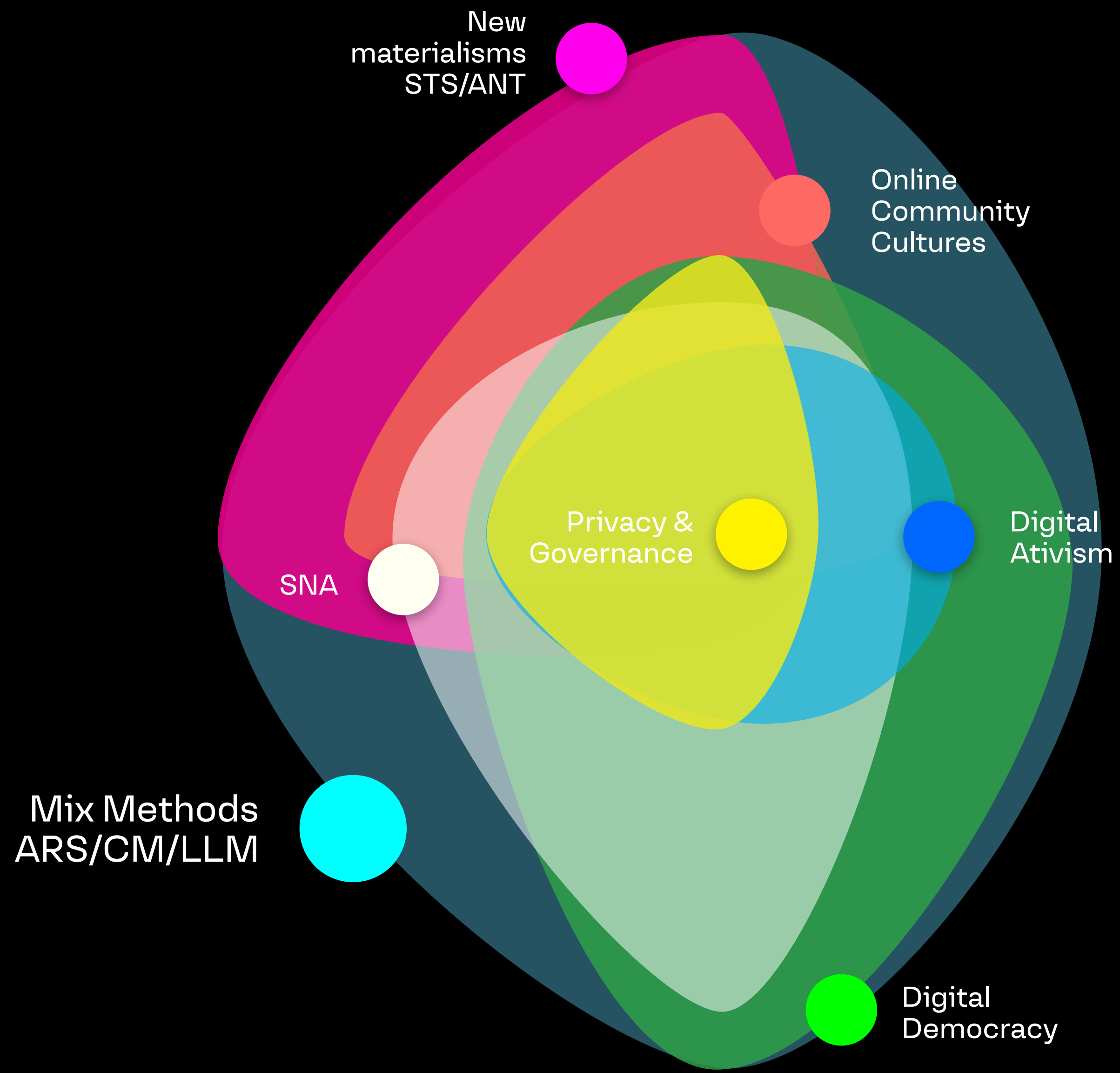
Digital  
Democracy  
2016-2025

Online  
Community  
Cultures  
1990-2025



# Brazilian Digital Methods Spectrums

From Categories to Spectruns



## Take Outs – Foundations of Digital Methods in Brazil

- Digital methods in Brazil move across different spectrums, showing particular characteristics.
- STS (Science and Technology Studies) and Network Analysis laid the groundwork for the emergence of digital methods in Brazil.
- Digital democracy studies have expanded the exploration of media logic as a research element, bringing these investigations closer to digital methods.
- Some studies on governance and privacy, digital activism, and online community cultures self-identify with digital methods but still rely on external validation, may not track media evolution, or tend to overlook platform agency and interface logics
- The closest approximation to what we broadly understand as digital methods is an emerging field of mixed-methods research at the intersection of STS, network analysis, computational methods, and digital humanities—often driven by a newer generation of scholars
- This framework serves as a baseline for dialogue between digital research in Brazil and the digital methods approach. It does not fully capture the complexity of Brazilian studies nor seek to impose rigid classifications. **More important than labels is scientific rigor and the alignment between the research problem, objectives, and methodological approach**

## Take Outs - Challenges in Adopting Digital Methods

- Key challenge: Fully adopting affordances, platform grammars, and media as methods.
- Resistance comes from anthropocentric and hermeneutic traditions in media studies.
- Strong influence of semiotics, psychoanalysis, and language theories makes it harder to see the medium as an actor.
- First step: Recognizing platforms as co-authors and active infrastructures shaping the social ontologically and epistemologically.

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