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| **MARK SHEET** | | | |
| This mark is provisional | First marked by: Adrian Mackenzie | Date:  12 May 2015 | Mark Awarded: 64 |
| Second marked by: | Date: | Mark Awarded: 64 |
| Module: socl923 | | |
| Agreed mark: 64 | | |
| Student Name: Zhang Yuting | | |

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| **First Marker Comments:**  Yuting,  This was an ambitious and wide-ranging response to the question. I liked the way you framed the project of cultural studies in the opening of the essay. You draw quite impressively on sociology to do that, which I think is ok, although sociology is not the main focus of this course. Your engagement with problem of methods in cultural studies as described by Couldry was quite good, but detailed discussion of cultural studies research remained a little too much in the background. For instance, you very quickly move over the central topic of power in culture. At the same time, I think your focus on ethnography allowed you to make good connections with relevant aspects of experience, everyday life, elites, etc.  Your discussion of the group research project was a little marginal in the essay. I understand that it was not a simple project to write about. It would have been tactically better to introduce it earlier in the easier, and perhaps link some of the difficulties you encountered to your discussion of methods in media and cultural studies throughout the essay. |
| **Second Marker Comments:**  This was a strong essay which I felt communicated effectively so key questions and issues about sociology/cultural studies, the cultural turn and how to undertake social research in a digital age. Given the focus of the essay on SNS, and the case study of a (feminist) hashtag campaign around a rape case, I would have liked to see more engagement with some of the contemporary writing on this topic. For example, the recent issue of *Feminist Media Studies* on #hastagfeminism would have been incredible fruitful to bring into your essay, and would have helped in the reflection on the limits and possibilities of digital ethnography. I felt in the reflection, the question of whether or not a closed facebook group allows participants to express ‘true’ feelings was also problematic – most researchers working in online environments would have a more nuanced understandings of the different kinds of data different kind of methods might produce, but it is limiting to understand this in terms of ‘true’ or ‘false’, and more useful to think about how different kinds of spaces and approaches result in different kinds of data, revealing of sometimes perhaps more personal views, for example, or more ambiguous and reflective responses than more ‘public’ platforms might allow.  Overall, I felt this was a well-written and very interesting essay. |