Crafting ethnographic experiences: Ways of knowing Facebook - A practice based exploration of digital spaces - Digital spaces // design thinking // crafting // research methods // social life

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Crafting Ethnographic Experiences

Ways of knowing Facebook - A practice based exploration of digital spaces
Digital spaces // design thinking // crafting // research methods // social life

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Digital Materiality
Digital and physical space and place making practices

Methodological approach

Crafting ethnographic data

Facebook efficacy and home learning in new build residential developments
Digital lives on social media
91% of undergraduate students describe themselves as using SNSs ‘regularly’ or ‘sometimes’ (Ipsos MORI, 2008, p.10).

**Temporal context**

Facebook interface 2010-2011

Selwyn’s (2009) findings were that Facebook forms a vital part of the student life experience “allowing roles to be learnt, values understood” (p.15). Kirschner & Karpinski (2010) findings suggest that “Facebook is not a separate activity” (p.1241) in the lives of the student participants.
This “grammar” of Facebook is not a prescriptive set of rules which Facebook follows, but it is a descriptive explanatory section to aid readers’ understanding of the “architecture” and “language” of the website.
Why waste your time on Facebook?

A temporal analysis of first-year undergraduate students and transition in UK Higher Education
Explore undergraduates’ use of Facebook in the first year of university.

How and why do first year students use Facebook?
Social science research design process
Design thinking process
A multi-sited connected ethnography

Data collection:

1. A large-scale online anonymous questionnaire emailed to 4650 students in August 2010 before they started university.

2. A year-long ethnography focusing on 6 participants and uses both digital and concrete sites: Facebook profile and face-to-face meetings.

Methods

Screenshots of the participants’ Facebook profile, status, wall and photos, looked at once a month and field-notes made of these to look at patterns of use.

Semi-structured interviews using Facebook Messages and Facebook Chat to discuss Facebook usage.

Face-to-face semi-structured interviews and focus groups to discuss Facebook usage.

Observing and participating in the everyday

The number of responses in relation to the population.
The interconnected life-worlds of a first-year student
digital and physical spaces of HE

Connective ethnography (Hine, 2005)

both digital and face-to-face
Making as a research approach to make sense of data from the field

my observations included: fieldnotes, scratch notes, critical incidence screen shots, interview transcripts, photographs and videos.
analysis

inspired by practice based methods
Architectural models as a research method
Architectural scale models are used in a variety of ways; ‘a thinking and defining mechanism for understanding and demonstrating’ (Smith, 2004, p.3). Often the model is used to explain the design process and is an artifact as an elicitation tool.
Card modelling (also called sketch model, maquette)

*Used for thinking through an idea*

Iterations. Inspiration. Quick and responsive.
examples from my practice

Research artefacts

*Design Methods*
*Card Modelling*

*translation* from the field work to the reader (in alternative forms)

*transmission* to audiences that present different ways to know and engage the social world

‘how knowledge is translated and moves?’

(Jungnickel and Hjorth (2014, p.138).
A narrative tells a story, it talks of the person, the object or the space and their experiences.

Interpreting interior space as a narrative adds depth and breadth to the understanding of how environments are psychologically inhabited by the individual (Ganoe, 1999).
Eve Stirling: oohh, that'll be Friday then :) 2 hours ago

Eve Stirling: Richard Hawley at the Lescar, brilliant!
Yesterday at 13:17 via iPhone

Julia Davies and Sandy Heslop like this.

Eve Stirling: Last night, an impromptu couple of songs with the act that was playing, very cool!
15 hours ago

Julia Davies: oohh marvellous.
15 hours ago

Eve Stirling via The University of Sheffield: I wonder what the
events.

Video

"The other day" mom: "YOU Did drive in the... on ♥.

and 2 of the Winter bouldering league:

ike - Comment - @ClimbingWorks on

PM: 'Fats' Putin over the top oferry Hill' with piano solo
utube.com

so of Vladimir Putin playing the piano blueberry Hill". The Russian prim
is used to taking to the stage, but this was not for one of his speeches.
Putin made his audience sit up and ee, as he sang at a charity fundraiser.
ption at an ice

ent - Share
translation (Facebook architectural model)

A Site of Possibility: Facebook an Auto-Ethnography.
An Architectural Metaphor. Scale: NTS
The model as an interface (Degen et al., 2015) to realise my digital and physical ethnographic experiences

Experiential knowledge was translated

Embodied sense making (Groth, 2016)
transmission (Facebook Timeline infographic)

<table>
<thead>
<tr>
<th>My Facebook Friends Stories</th>
<th>EXAM RESULTS</th>
<th>FRESHER'S WEEK</th>
<th>SEMESTER ONE</th>
<th>EXAM PERIOD</th>
<th>SEMESTER TWO</th>
<th>EXAM PERIOD</th>
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<tbody>
<tr>
<td></td>
<td>AUGUST 2010</td>
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<td>DECEMBER 2010</td>
<td>FEBRUARY 2011</td>
<td>JUNE 2011</td>
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<td>Ruth</td>
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<td>finding my place meeting Facebook-to-Facebook meeting face-to-face</td>
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<td>Josie</td>
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<td>this uni is run on Facebook societies, lectures and watching tv I'm always on</td>
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<td>Disengagement I don't want to chat now I'm so bored</td>
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<td>what's a Facebook friend? managing friends and access scales of friends (near and far)</td>
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<td>Mike</td>
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<td>Help I've only written 700/1500! We use Facebook in lectures, of course!</td>
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<td>socially connected play procrastinating on Facebook? Yes, quite a lot!</td>
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**Key themes and their importance and relevance to each Facebook Friend & the time of the year**

- making friends
- disconnection
- academic study
- procrastination & play

**Ruth's Story**
Making friends in the digital

**Josie's Story**
Facebook organises my life at uni

**Tomas' Story**
I don't want to be here anymore

**Sally's Story**
Facebook connects me to all my friends

**Mike's Story**
Using Facebook for academic study

**Ying's Story**
STUDY Y am I still in fb?
Conclusions

making of the model was a space-time for me to immerse myself in the experience of using Facebook. Be away from (and yet inhabit) the field.

Social interactions + experiential, tacit knowledge

Facebook use shapes the social practices of university students and the relationship between this engagement and the student experience is strong in many students' lives.


