

**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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Eve Stirling

News Feed

Messages

SHORTCUTS

SIAMADE 2

Kelham Island Rive...

MA Design: Sheffie...

Interior Design (Sh...

Sheffield Slings C... 20+

Sheffield Woodland ... 1

See more...

EXPLORE

Pages

Groups

Events 1

Buy and sell groups

On this Day 9

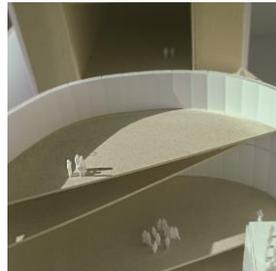
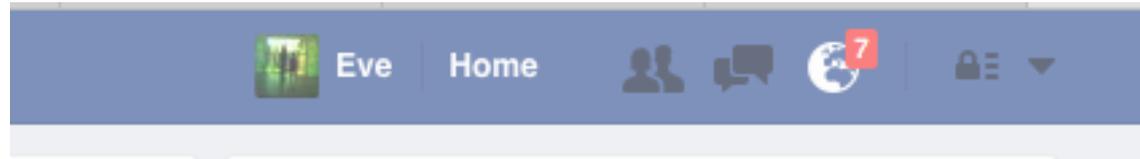
Photos

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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



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.

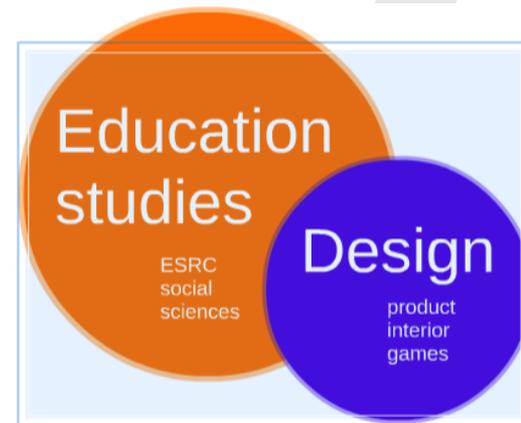
# A grammar of Facebook

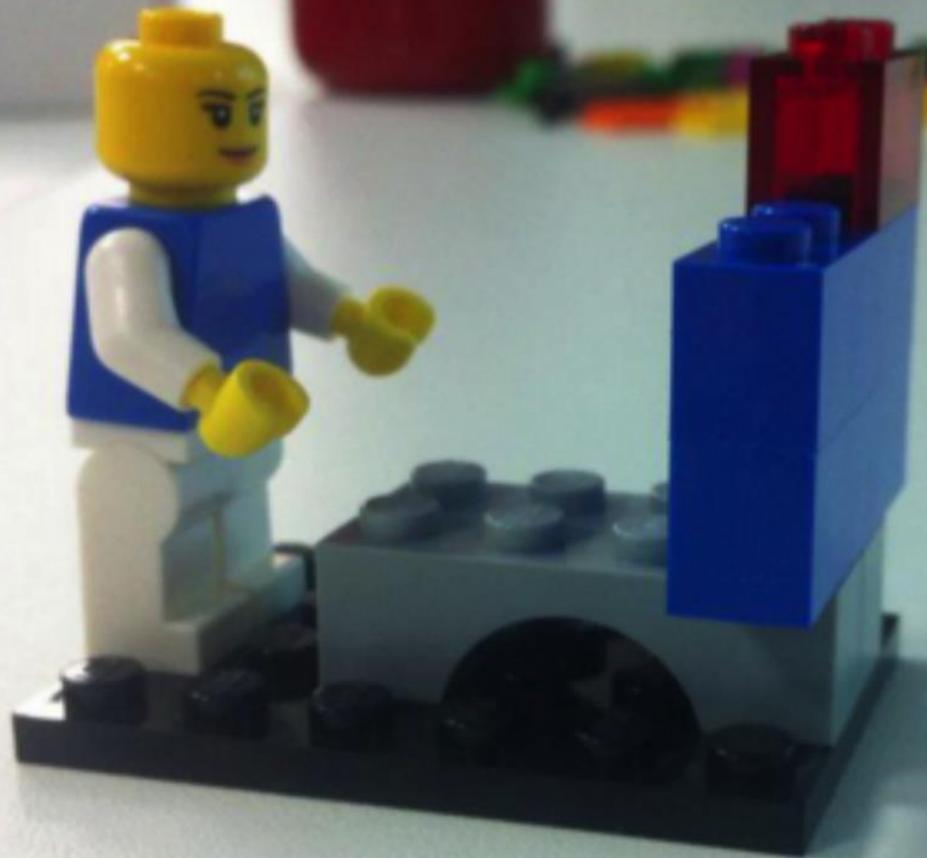


This “grammar” of Facebook is not a prescriptive set of rules which Facebook follows, but it is a descriptive explanatory section to aid readers’ understanding of the “architecture” and “language” of the website.

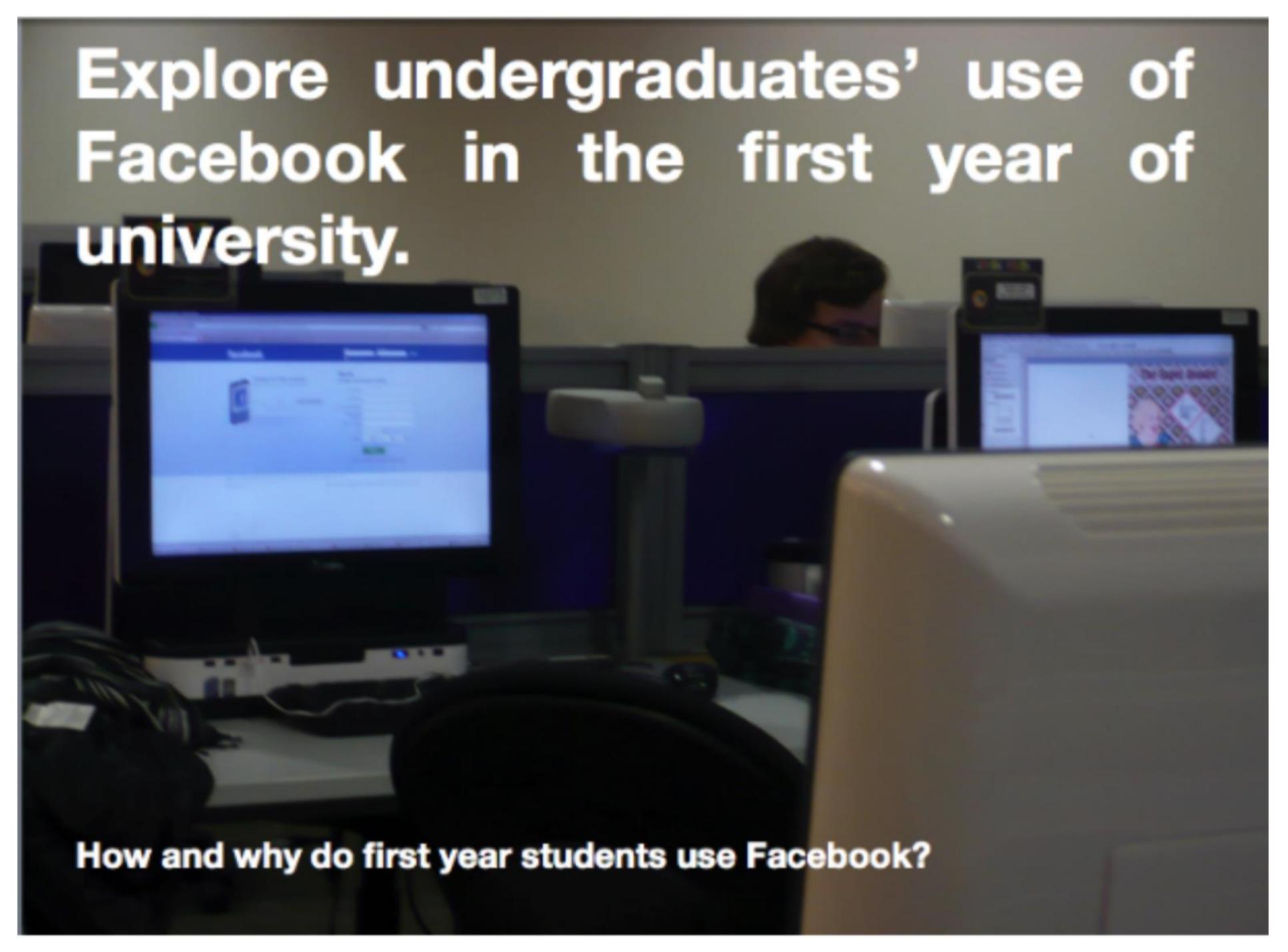
# Why waste your time on Facebook?

A temporal analysis of first-year undergraduate students and  
transition in UK Higher Education

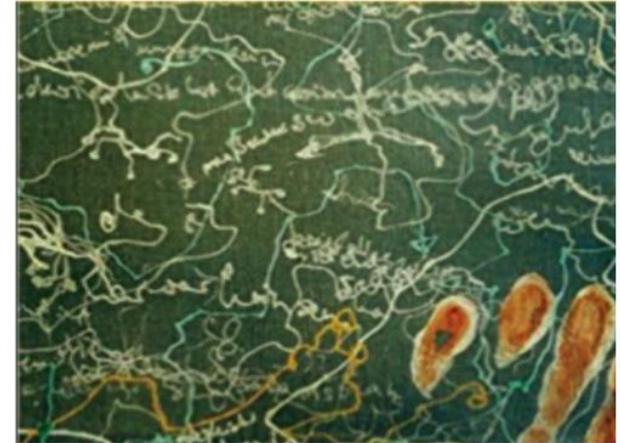
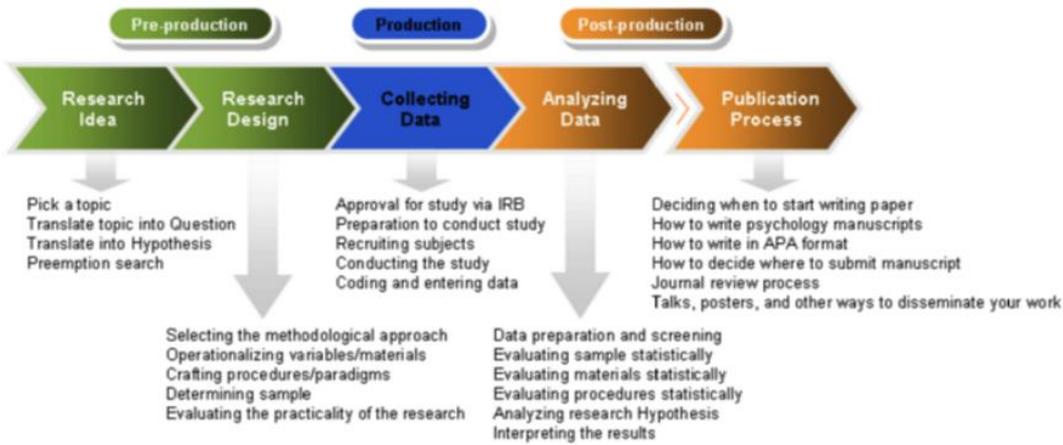




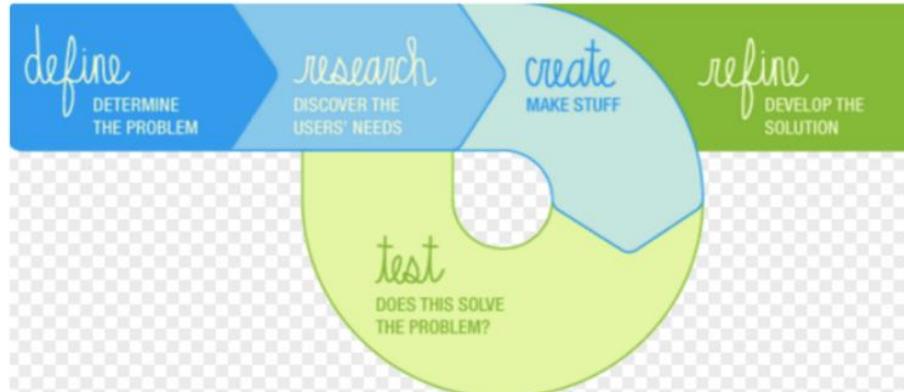
**Explore undergraduates' use of Facebook in the first year of university.**

A photograph of a computer lab. In the foreground, a computer monitor displays the Facebook website interface. In the background, a student is visible at another workstation. The room is dimly lit, with the primary light source being the computer screens.

**How and why do first year students use Facebook?**



# Process



## Social science research design process

## Design thinking process



# A multi-sited connected ethnography

Data collection:

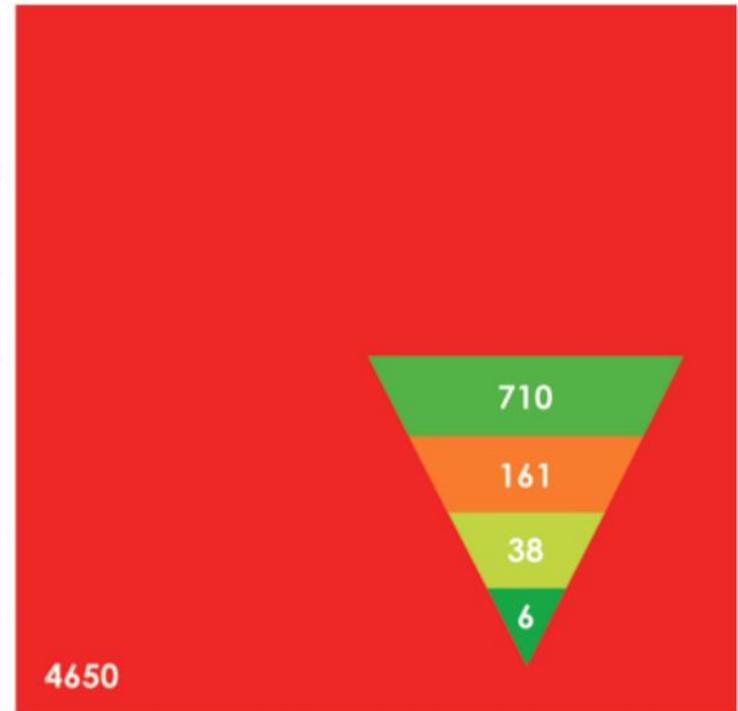
1. A large-scale online anonymous questionnaire emailed to 4650 students in August 2010 before they started university.
2. A year-long ethnography focusing on 6 participants and uses both digital and concrete sites: Facebook profile and face-to-face meetings.

## 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.

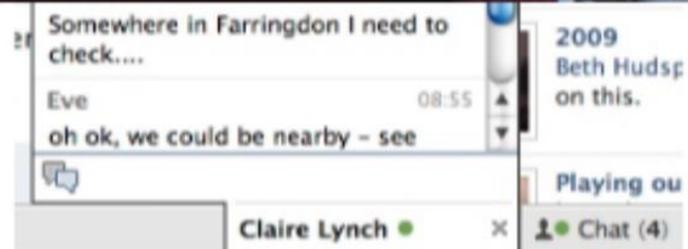
*The interconnected life-worlds of a first-year student*



**social**

**academic**

# *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.



Christmas  
9 new photos



I am in Moty's Lectures my love for maths becomes here L is my love for maths  
 tes ago via Selective Tweets - Like - Comment  
 ing likes this.  
 nment...  
 that I want to get a review copy of the next Phineas and Ferb se I will enjoy it?  
 tes ago via Selective Tweets - Like - Comment  
 e like this.  
 ck Cool Van, Phineas and Ferb is rubbish

/user/project4awesome  
 ibe - Like - Comment  
**News Feed**  
**Messages**  
 i 2 Update Released: Updated some oddamn you Valve.  
 ive Tweets - Like - Comment  
**Events**  
**Friends**  
**Find friends**  
**Status Updates**  
**work**  
**FACEBOOK**  
**students**

**TED Talks Wofford College president Ben Dunlap tell the story of Sandor Teszler, a Hungarian Holocaust survivor who taught him about passionate living and lifelong learning.**  
 y at 14:50 - Like - Comment - Share  
 mill  
 started using Book List Challenge.  
 ple will have read only 6 of the 100 ny have you read?

**Facebook questions**  
 Over the last year I have been conducting research into first year undergraduate students use of Facebook for my PhD. You may remember filling in a questionnaire last August about your Facebook use? This questionnaire is the final part of my research and I'd love to hear from you even if you didn't fill in the questionnaire the first time round.  
 Please take a moment to answer these quick questions on your Facebook usage over the year and your feelings about Facebook. The analysis of these answers will be used as background information for the larger in depth study on students' views and experiences on Facebook in relation to university life.  
 All answers are anonymous; data gathered from this questionnaire will be used for academic purposes only.  
 This study has received ethical approval from the University of Sheffield School of Education Research Ethics Committee.  
 Thank you very much for taking part you have really helped the research.  
 eve stirling  
 If you have any questions please get in touch:  
[eve.stirling@sheffield.ac.uk](mailto:eve.stirling@sheffield.ac.uk)

...were due to meet on Wednesday 24<sup>th</sup> v but Ignas forgot! He added me on FB f we have arranged to meet on the 8<sup>th</sup> .  
 as is Lithuanian and a dual hons student philosophy and Psychology. He studied IB ore coming to UoS. He wanted to go to lord University but missed the deadline applications last October. He has applied i year and will leave Sheffield if he gets epted.  
 has started using Facebook more since rived university which is a change, he

**Feelings (emotion)**  
 I was annoyed he forgot as I had special effort to go into uni. I was understanding that I had to be nk need all the participants I can get I was pleased he added me as a FB so that lessened my concerns  
 Ignas is very intelligent, mature, c kind.  
 He seems not to have many frien he wants it to be more serious. W cultural play hard.  
 He is driven to study at Oxford.  
 Culturally he has had very differe experiences.

this one is better!

A historical friend at UoS has changed her Facebook name to an acronym of her name: hence so that students don't have to write to be her 'friend'.

A screenshot from the 'old' profile (2011), the friend still to iPhone as she is the wife of the son. The screenshot in my status update is to FB 'encouraging' the to take the new profile.

Timestamp	1. Facebook status on wall?	2. Do you use Facebook?	3. How many times did you look at Facebook yesterday?	4. How did you look at Facebook yesterday?	5. Where did you look at Facebook yesterday?	6. Why did you look at Facebook yesterday?
20140101 01:22:11 corrected	Yes	Yes	4	mobile phone, laptop	Home	check news for update and check who has checked in for the day. I also check my status and see what people have said about it. I also check my profile picture.
20140101 01:28:01 good	Yes	Yes	0 - 10 times	mobile phone, laptop, sat phone, work, club and work	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 01:44:07 corrected	Yes	Yes	1	mobile phone	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 02:50:12 self-promotional/ing on	Yes	Yes	0 times	desktop pc, laptop	Home, Work, Library	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 03:04:09 important	Yes	Yes	1	desktop pc, laptop	Home, Work	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 03:26:02 in touch with people	Yes	Yes	10	laptop	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 10:07:42 untagged	Yes	Yes	1	laptop	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 11:01:48 history	Yes	Yes	0	laptop	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 22:47:58 reply	Yes	Yes	1	mobile phone, laptop	desktop	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 22:57:08 work	Yes	Yes	1	mobile phone, laptop	Home, Work	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.
20140101 01:48:00 corrected	Yes	Yes	10	desktop pc	Home	to check your 1 work at uni and see what people have said about it. I also check my status and see what people have said about it. I also check my profile picture.

mess?

*analysis*

*inspired by practice  
based methods*

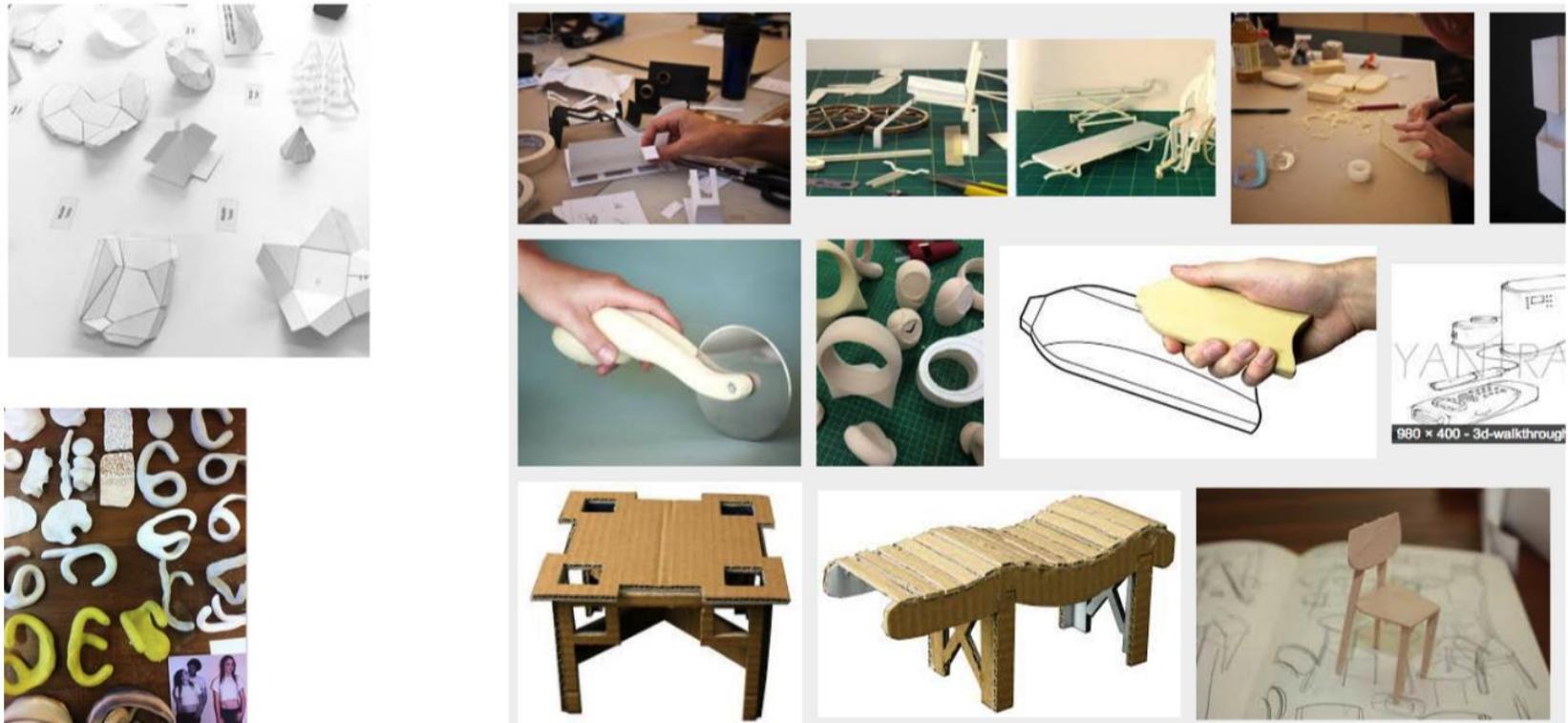
## Architectural models as a research method

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 (Ganoë, 1999).



View photos of me (306)

View videos of me (3)

Edit My Profile

Write something about yourself.

Information

No basic information shown.

Friends

363 friends

View All

Eve Stirling oooh, that'll be Friday then ;) 2 hours ago clear

Wall Info Photos +

Share: Status Photo Link Video

Options



Eve Stirling oooh, that'll be Friday then ;)

2 hours ago · Like · Comment



Eve Stirling Richard Hawley at the Lescar, brilliant!

Yesterday at 13:17 via iPhone · Like · Comment

Julia Davies and Sandy Heslop like this.

View all 4 comments



Eve Stirling Last night, an improptu couple of songs with te act that was playing, very cool!

15 hours ago · Like



Julia Davies oooh marvellous.

15 hours ago · Like

Write a comment...

RECENT ACTIVITY

Eve commented on Isabel Löfgren's status.

Eve commented on

12 more similar stories



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



Chat (Offline)



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live in the... on ▼.

ind 2 of the Winter bouldering league:

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IV4lJHz2ylo

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

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

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Chat (14)



**Eve Stirling**  
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# *translation* (Facebook architectural model)









My Newsfeed, internal view 2010



My Wall Architectural Model



Facebook Chat 2010



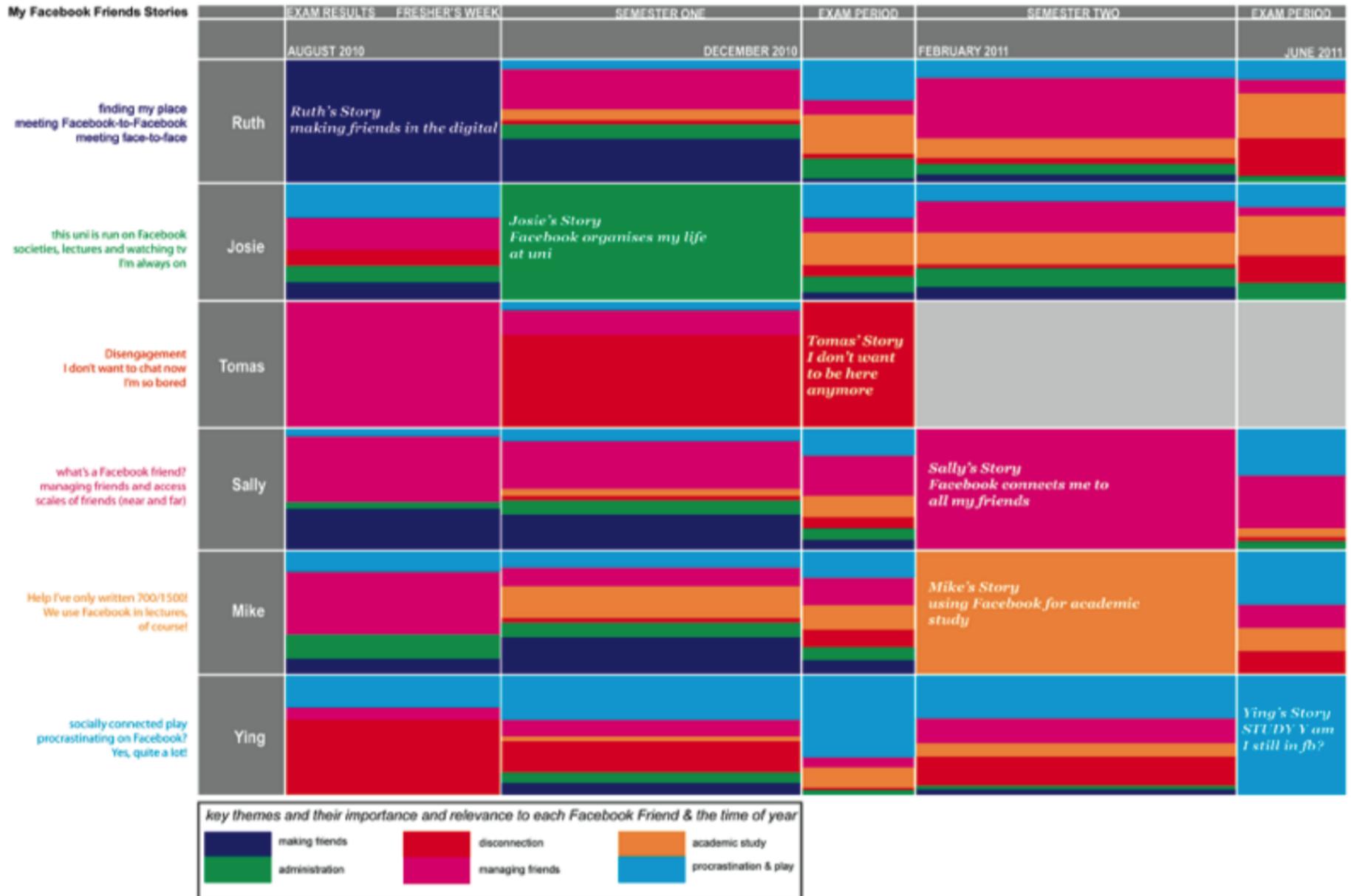
My Chat Architectural Model 2010

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)



# 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

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