

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

STIRLING, Eve <<http://orcid.org/0000-0001-8989-4984>>

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Crafting Ethnographic Experiences

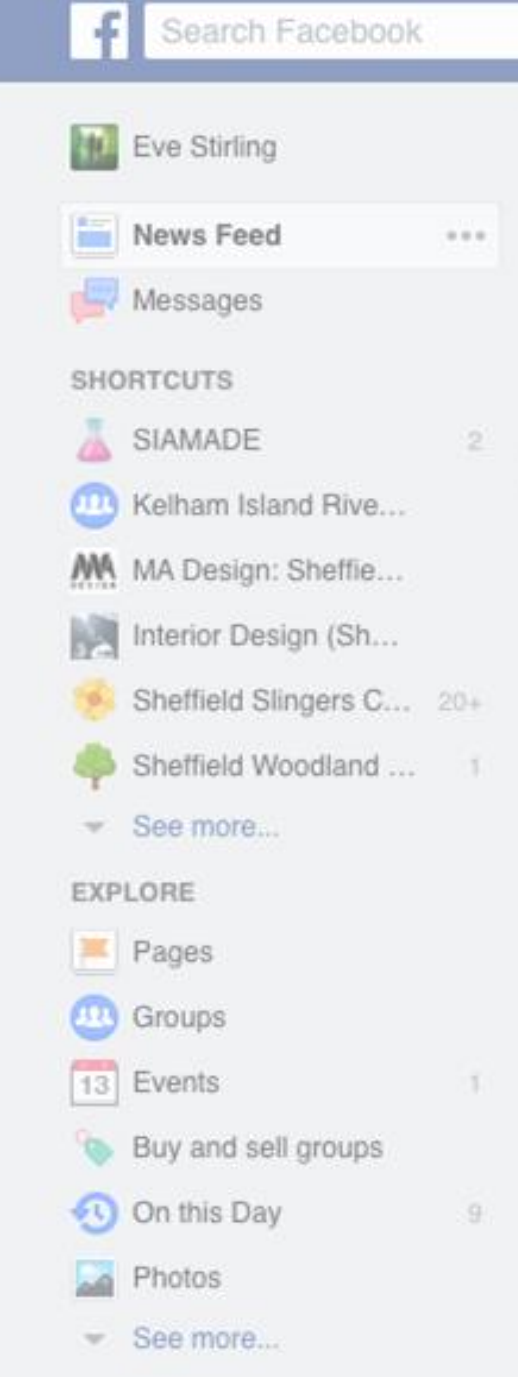
Ways of knowing Facebook - A practice based exploration of digital spaces
Digital spaces // design thinking // crafting // research methods // social life

Eve Stirling
Senior Lecturer in Design
Programme Leader MA/MFA Design
Route specialism Interior Design

Sheffield Institute of Art
Sheffield Hallam University

Art and Design Research Centre

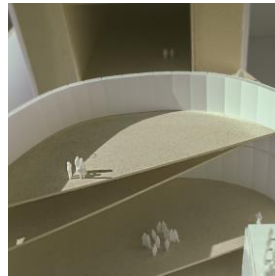
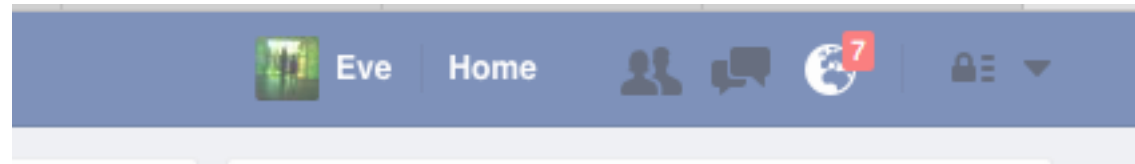
e.stirling@shu.ac.uk
@evestirling



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

Eve Stirling

News Feed

Messages

SHORTCUTS



See more...

EXPLORE



Pages



Groups



Events



Buy and sell groups



On this Day



Photos

See more...

Search Facebook

The spaceship @shawneemiller made for Lula's new toy, Ultraman. Never before has Ultraman been so emasculated. #LueliaLeeMiller



Like Comment Share

Cherylene Chan a work of art! Like Reply 7 mins

News Feed

SHORTCUTS

EXPLORE

CREATE

Digital lives on social media


MA DESIGN

MA Design: Sheffield Hallam University @siamamfadesign

Home Posts Videos Photos About Likes Manage Tabs Promote

added 2 new photos. Published by Eve Stirling · 3 November at 19:49 ·

Observing the 'field' - analysing the representing fieldwork in the city today in the module Theory Supporting Practice




39 people reached Boost post

Like Comment Share

MA Design: Sheffield Hallam University and Mark Fisher Write a comment...

MA Design: Sheffield Hallam University added 3 new photos. Published by Eve Stirling · 12 October ·

Great day out with the new students at Yorkshire Sculpture Park today.



23 September 2015 at 19:21 ·

Hi everyone as a follow up from todays session, you may be intereste... See more

2 Likes Unlike Comment Message

22 September 2015 at

PAGE TIPS

Have friends who might like your Page? Invite friends to like MA Design: Sheffield Hallam University and help you connect with more people.

How to create effective posts Short, visual posts created for the right audience are more successful.

Help people take action Add a Call to Action button to the top of your Page.

See all Page tips

PHOTOS

VISITOR POSTS

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.

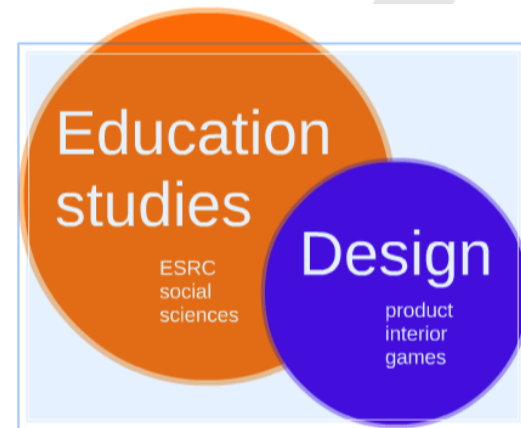
A grammar of Facebook



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.

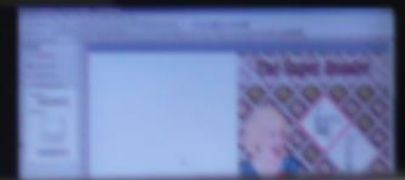
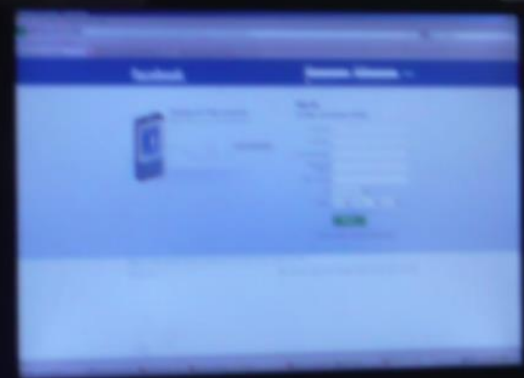
Why waste your time on Facebook?

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

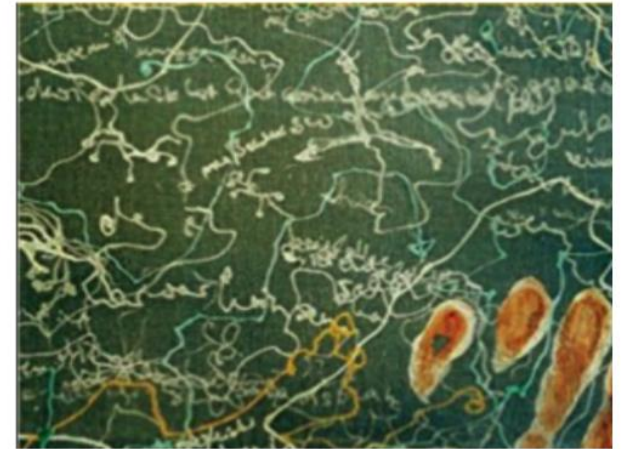
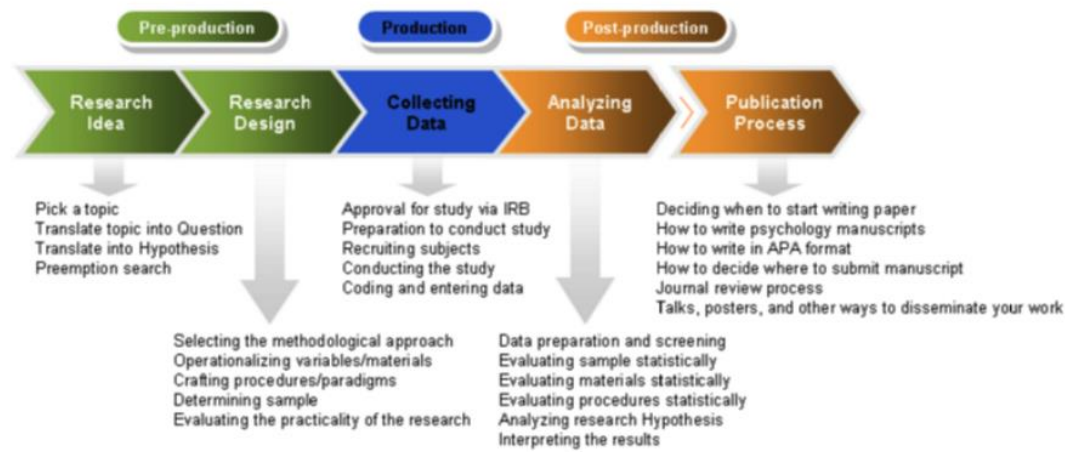




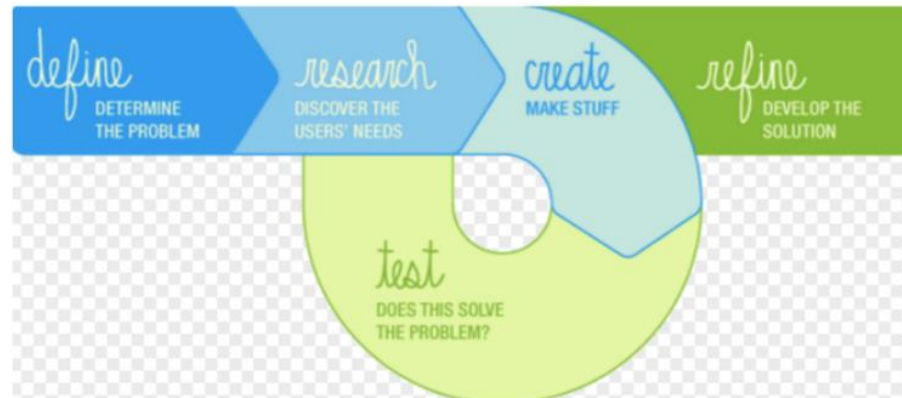
Explore undergraduates' use of Facebook in the first year of university.



How and why do first year students use Facebook?

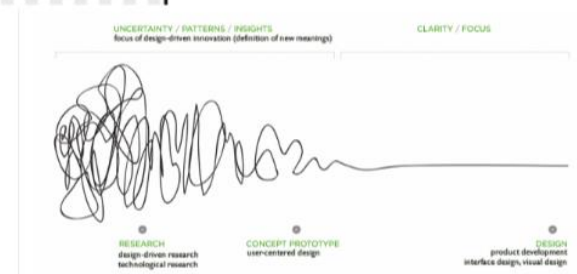


Process



Social science research design process

Design thinking process



A multi-sited connected ethnography

Data collection:

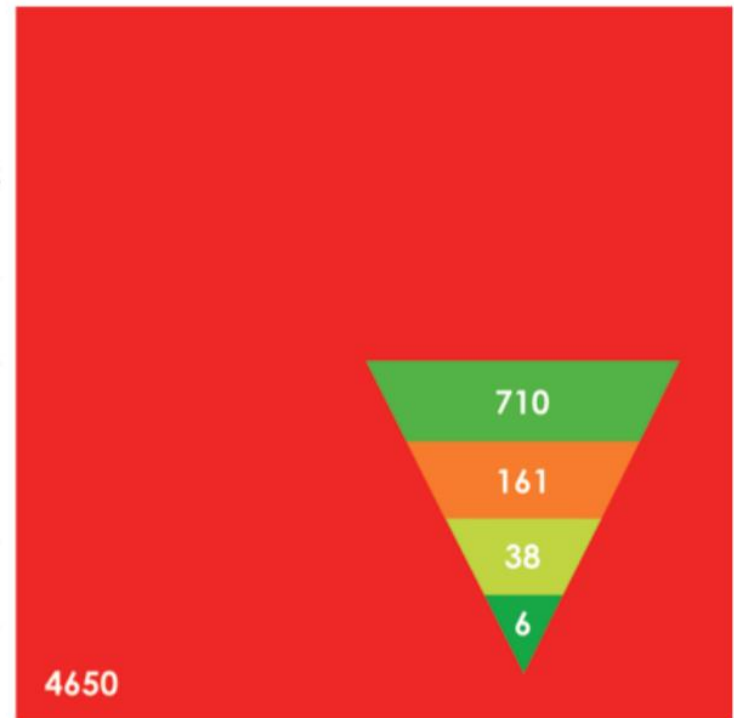
1. A large-scale online anonymous questionnaire emailed to 4650 students in August 2010 before they started university.
2. A year-long ethnography focusing on 6 participants and uses both digital and concrete sites: Facebook profile and face-to-face meetings.

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.



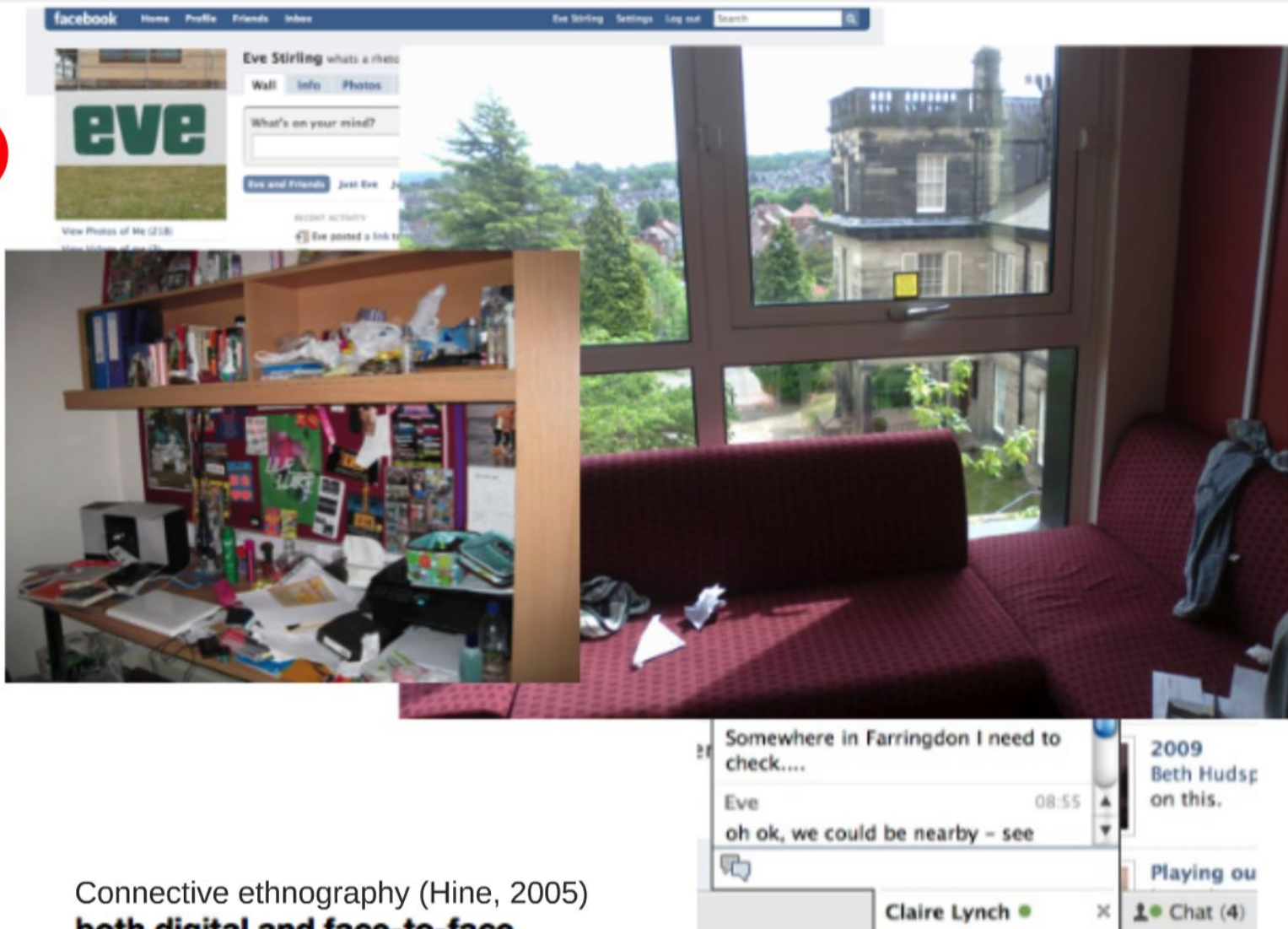
The number of responses in relation to the population.

Observing and participating in the everyday

The interconnected life-worlds of a first-year student



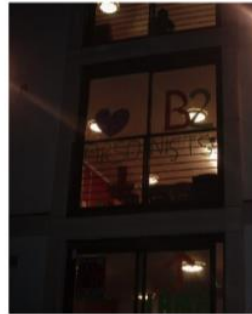
digital and physical spaces of HE



Connective ethnography (Hine, 2005)
both digital and face-to-face

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

A small, dark-colored dog, possibly a Chihuahua, is sitting on a desk. It is looking towards the camera. In front of the dog is a plate of food, which appears to be a salad or a mix of vegetables and meat. The dog is wearing a small, dark-colored hat. The background shows a desk with various items, including a keyboard, a mouse, and some papers.



Christmas
9 new photos



- News Feed
- Messages
- Events
- Friends
 - Find friends
 - Status Updates
- work
- FACEBOOK**
- students


/user/project4awesome

Like · Comment

2 Update Released: Updated some
oddamn you Valve.
ive Tweets · Like · Comment

WHAT TO KNOW

ple will have read only 6 of the 100
ny have you read?

 TED Talks Wofford College president Ben Dunlap tells the story of Sandor Teszler, a Hungarian Holocaust survivor who taught him about passionate living and lifelong learning.

ry at 14:50 · Like · Comment · Share

mill

ple will have read only 6 of the 100
ny have you read?

this one is better!

Feelings (emotion)

I was annoyed he forgot as I had special effort to go into uni. I was understanding that I had to be nice need all the participants I can get I was pleased he added me as a FB so that lessened my concerns

He seems not to have many friends, but he wants it to be more serious. We don't play hard.
He is driven to study at Oxford.
Culturally he has had very different experiences.



A screenshot from the "old" profile (Jan 2011), the blend list is different, we see the label at the top. The reference in my status update is to FBI "discouraging" me to take the new profile.

	1. Facebook makes me feel less...	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. When did you look at Facebook yesterday?
2014/01/10 00:00 unknown	No	Yes	5	mobile phone	France	France
2014/01/11 23:01 confirmed	Yes	Yes	4	mobile phone, laptop	France	France
2014/01/11 23:57 guest	Yes	Yes	0 - 10 times	mobile phone, laptop, land phone, Web, club and 1	France	France
2014/01/11 04:07 Confirmed	Yes	Yes	once	mobile phone	France	France
2014/01/11 05:10 confirmed not using any	No	Yes	0 times	desktop pc, laptop	France, Web, library	France
21/01/2014 13:34 response	Yes	Facebook	desktop pc, laptop	France, Web, library	France, Web, library	France
21/01/2014 11:28-10 is touch with people	Yes	not	not	not	not	not
21/01/2014 10:57-62 unknown	Yes	Yes	desktop, but if I need I would use mobile (facebook) and 5 laptop	laptop, but would use mobile phone and web	laptop, but would use mobile phone and web	laptop, but would use mobile phone and web
21/01/2014 17:01-61 anonymous	Yes	Once	laptop	laptop	laptop	laptop
21/01/2014 22:47-29 user?	Yes	Yes	the only way you can achieve it on mobile is through a 3G/4G laptop?	mobile phone, laptop	laptop, Web	laptop
2014/01/11 00:00 confirmed	Yes	Yes	10-15 minutes	laptop	France	France

* Required

1. Facebook makes me feel... *

one word answer

2. ...because... *
explain why you feel this way

2. ...because...
explain why you feel this way

mess?

analysis

*inspired by practice
based methods*

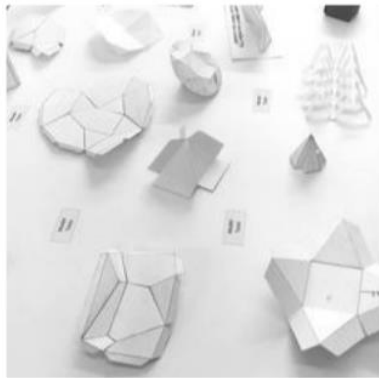
Architectural models as a research method

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 (Ganoe, 1999).

[View photos of me \(306\)](#)[View videos of me \(3\)](#)[Edit My Profile](#)**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](#)

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)

[Home](#)[Profile](#)[Account](#) ▾

Top news • Most recent

Video

man the other day" mom: "YOU DID
live in the... on ▼.

nd 2 of the Winter bouldering league:

ike · Comment · @ClimbingWorks on

IV4lJHz2yIo

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
le, as he sang at a charity fundraiser.
ption at an ice

ent · Share

Events

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6 event invitations

Come and see the REAL San... ✕
Today 17:00

LARG 2 Tomorrow 16:00 ✕

Sponsored

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The original since 1966 ✕

Lisa Procter

of Vans
news,
and

[View all](#)

you can type a conversation here

Get co Lisa Procter



Chat (14)

facebook



Home

Profile

Account ▾



Eve Stirling
[Edit My Profile](#)

News Feed

News Feed

[Top news](#) · **Most recent**

Share:  Status  Photo  Link  Video

Events

[View all](#)

translation (Facebook architectural model)









My Newsfeed, internal view 2010



My Wall Architectural Model



Facebook Chat 2010



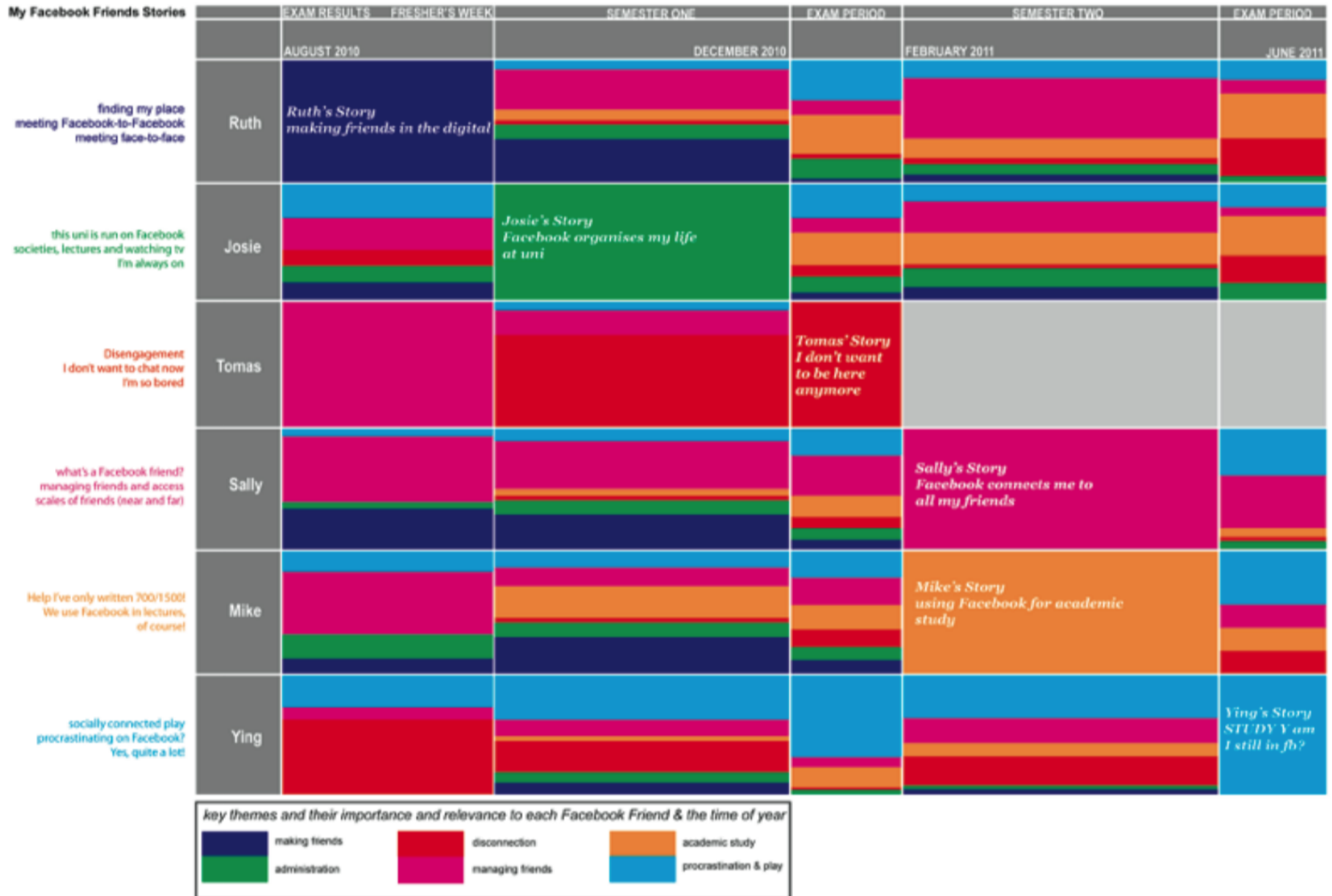
My Chat Architectural Model 2010

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

References

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