

Qualitative Research Methods - Digital

Inês Faria

02/04/2024, 18:00-19:30

FRANCESINHAS 2, Room 2.03

Objectives:

- **Learn about digital ethnography;**
- **Learn about digital journaling**
- **Learn about social media analysis;**
- **Learn about mapping – experiment using relief maps/INTERMAPS project.**
- **Explore ethical issues in the collection of qualitative primary data through digital media.**

Digital Data Collection in Innovation Research:

- **Easy access to research interlocutors**
- **Used a lot in UX and market research**
- **Participants may feel more comfortable participating online**
- **Less depth – a more technical form of intermediation between researcher/participant**
- **Difficult to access situational non-verbal information/communication**
- **Not a fully immersive experience of research**
- **Raises ethical issues specific to digital media**

What we will cover:

Digital Ethnography

- Characteristics (observation, interview, focus groups and more)
- Options and tools

Digital Journaling

- How to do it
- How to monitor it

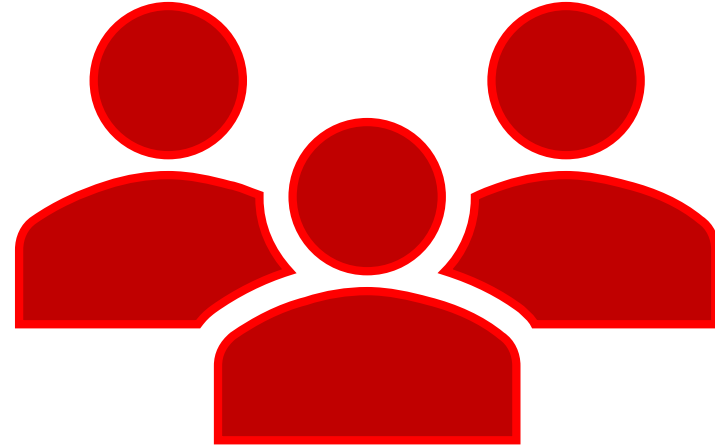
Social Media as research field

- Multimodal research and examples of research modalities

Mapping and research tool

- Visualizing, integrating data. Exercise/experiment

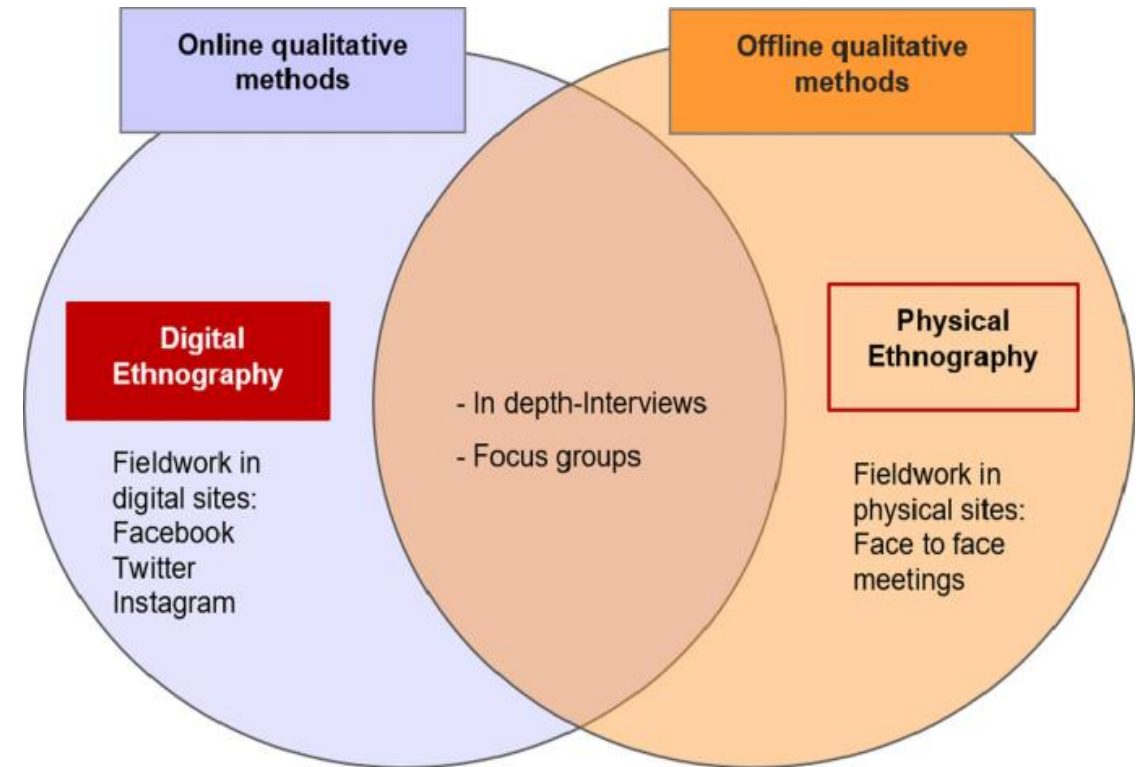
Ethics



Digital Ethnography

([Hjorth et al. 2017](#); [Geismar and Knox 2021](#); [Pink et al. 2015](#); [Pink et al. 2016](#))

- Studying and understanding social interactions, behaviours, and cultural practices that occur online;
- Digital technologies and platforms are the primary sites of observation.

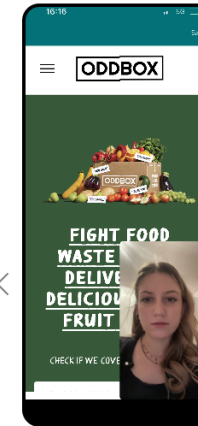


[Oreg & Babis 2021](#)

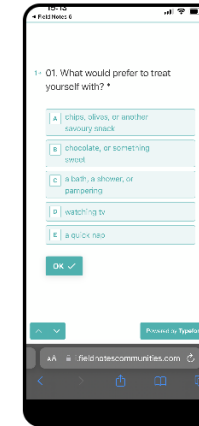
Digital Ethnography

- **Mobile ethnography apps**
 - [Fieldnotes example](#)
- Observing virtual communities
- Communication Channels
- Hybrid and/or only digital

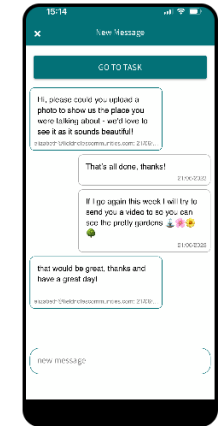
Our beautifully designed participant app makes sharing simple



Narration-180 tasks
Witness reactions to stimulus and websites

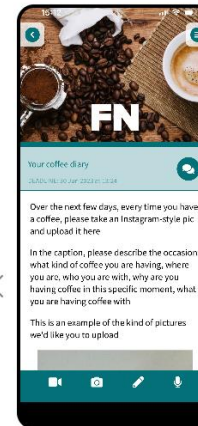


Survey tasks
Mini surveys to compliment your qualitative projects

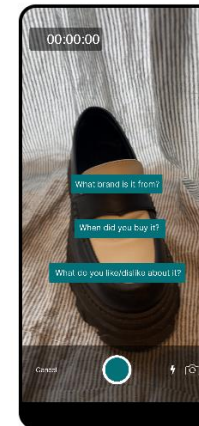


Instant Chat
In-app messaging to allow you to engage and communicate with participants

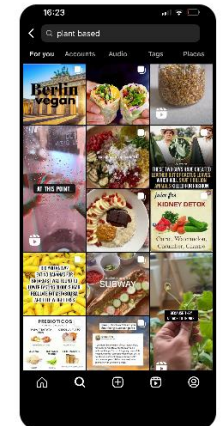
Our beautifully designed participant app makes sharing simple



Video diary tasks
A window into participants' lives through video, audio, photo and text



Video and Audio Prompts
To help your participants tell their stories



Screen recording tasks
Capture audio commentary whilst viewing digital behaviours

Digital Ethnography

- Mobile ethnography apps
- **Observing virtual communities**
- Communication Channels
- Hybrid and/or only digital
- Ethics



Digital Ethnography

- Mobile ethnography apps
- Observing virtual communities
- **Communication Channels**
- Hybrid and/or only digital



[11/03/2017, 18:47:18] live:B: no , i do it , just do it [11/03/2017, 18:47:19] live:B: :P
[11/03/2017, 18:47:21] live:A: right now we are good [11/03/2017, 18:47:39] live:A: @B SHUT UP!
[11/03/2017, 18:47:43] C: only thing thats weird is why it
took so long for that to happen
[11/03/2017, 18:48:29] live:A: cuz Master, you found a new way
to get us to Pull, Build, Deploy without complaining
[11/03/2017, 18:48:45] live:A: break it bad and we won't
complain :)

Digital Ethnography

- Mobile ethnography apps
- Observing virtual communities
- Communication Channels
- **Hybrid and/or only digital**



[11/03/2017, 18:47:18] live:B: no , i do it , just do it [11/03/2017, 18:47:19] live:B: :P
[11/03/2017, 18:47:21] live:A: right now we are good [11/03/2017, 18:47:39] live:A: @B SHUT UP!
[11/03/2017, 18:47:43] C: only thing thats weird is why it
took so long for that to happen
[11/03/2017, 18:48:29] live:A: cuz Master, you found a new way
to get us to Pull, Build, Deploy without complaining
[11/03/2017, 18:48:45] live:A: break it bad and we won't
complain :)

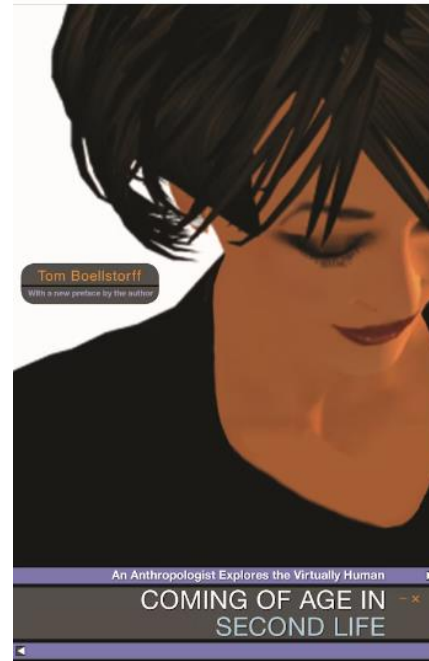
Social Media

- A lot of material – primary and secondary data
- Spontaneous (like ethnographic observation)
- Ethical concerns and data quality
- Wide environments of research - be strategic and transparent in limiting your field

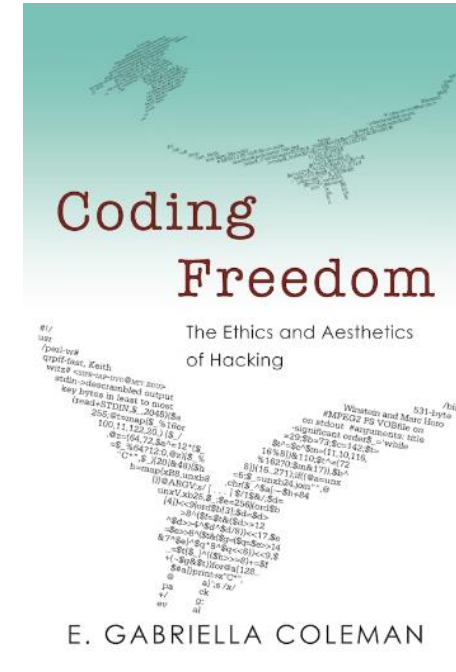


Social Media

- Examples of research
 - Hybrid
 - Online



[Boellstorff](#)



[Coleman](#)



[Miller et al.](#)

Digital Journaling

- Mobile phone [app or platforms](#)
- Accessible and more private
- Format often ready for analysis
- Longitudinal research
- Engage participants

The image shows two screenshots of the dscout website. The top screenshot displays the 'DIARY' section, which includes a headline 'Capture the moments that matter to your users' and a 'See for yourself' button. Below this, there are three mobile app interface mockups: one showing a diary entry for 'Alex P.' with photos of a woman watering plants, another showing a 'Green Thumb' section with photos of various plants, and a third showing a 'Favorite Flora' section with a poll. The bottom screenshot shows a comparison of three research methods: 'Express' (lightning bolt icon), 'Live' (video camera icon), and 'Diary' (notepad icon). Each method has a brief description and a 'Learn more' button.

dscout Platform Solutions Pricing Resources [Get Started](#)

DIARY

Capture the moments that matter to your users

dscout Diary shows you the hard-to-get moments your team needs to ideate, generate, and optimize your experience.

[See for yourself](#)

dscout Platform Solutions Pricing Resources [Get Started](#)

Express

Blend quantity and quality for powerful insights in less than 48 hours.

Whether it's usability testing or media-rich surveys, our fast feedback solution is perfect for testing early concepts, quick pulse checks, and more.

[Learn more](#)

Live

The research interview tool built for researchers, by researchers.

Automatic transcription, scheduling, silent observers, stim, note taking (and more) let you focus on the conversation and not the platform.

[Learn more](#)

Diary

Capture key moments as they happen, where they happen, over time.

Mix the light lift of unmoderated designs with the depth of qualitative. Perfect for journey maps, omnichannel impressions, or personas.

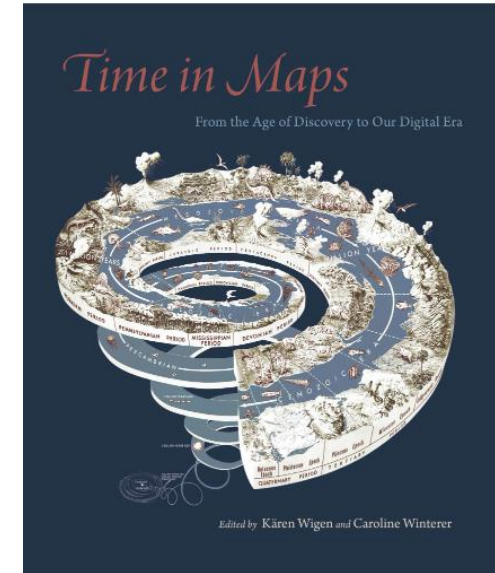
[Learn more](#)

Mapping

- Space (GIS)
- Time
- Relationships
- Concepts



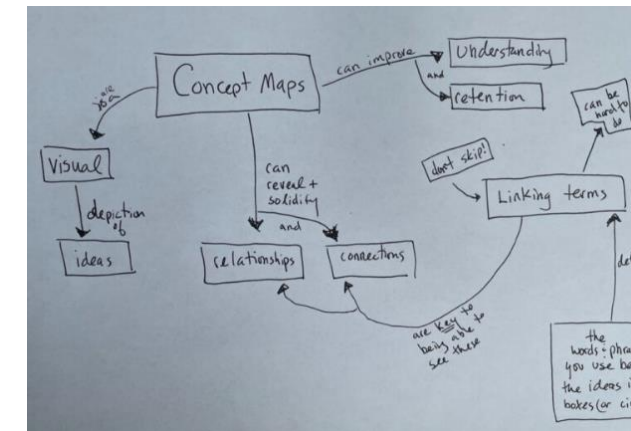
[Here](#)



[Wigen and Winterer](#)



[Here](#)



[Here](#)

Intersectional Mapping

Instructions and
INTERMAPS

ERC grant
Pompeu Fabra University

**How can we analyse
and visualize social
inequalities?**

ACTIVITY

RELIEF MAPS

Code: [4c794792bc](#)



WHO: Individual

WHAT: Make an intersectional relief map

WHERE: <https://reliefmaps.cat/en/>

HOW LONG: 30 minutes

INTERMAPS. ERC StG Project. [María Rodó-Zárate](#)

Mapping

Thoughts about the exercise.

Ethics

In Qualitative Digital Data Collection

Ethical Matters	Description
Online Privacy and Anonymity	- Respecting individuals' privacy and protecting their personal information online. - Ensuring anonymity of participants in digital environments where data can be easily shared.
Informed Consent in Digital Environments	- Obtaining informed consent from participants in online research settings. - Ensuring participants understand the purpose, risks, and use of their data.
Data Security and Management	- Safeguarding collected data through secure storage and transmission methods. - Implementing encryption and pseudonymization to protect participants' data.
Digital Literacy and Accessibility	- Recognizing variations in digital literacy among participants. - Ensuring research methods are accessible and understandable to all participants.
Ethical Use of Digital Tools	- Ensuring digital tools used in research are used ethically and in compliance with terms of service. - Avoiding activities that may violate individuals' privacy or terms of service.
Transparency and Reproducibility	- Maintaining transparency throughout the research process. - Providing clear documentation and sharing research materials for reproducibility.
Ethical Data Sharing and Dissemination	- Considering ethical implications of sharing research findings and data publicly. - Ensuring appropriate consent and anonymization when sharing data.

Extra references

Boellstorff, T. (2015). *Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*. Princeton University Press.

Coleman, E. G. (2013). *Coding Freedom: The Ethics and Aesthetics of Hacking*. Princeton University Press.

Horst, H. A., & Miller, D. (Eds.). (2012). *Digital Anthropology*. Berg.

Geismar, H., & Knox, H. (Eds.). (2017). *Digital Anthropology*. Routledge.

Boellstorff, T., Nardi, B., Pearce, C., & Taylor, T. L. (2012). *Ethnography and Virtual Worlds: A Handbook of Method*. Princeton University Press.

Hjorth, L., Horst, H., Galloway, A., & Bell, G. (Eds.). (2020). *The Routledge Companion to Digital Ethnography*. Routledge.