Qualitative Research Methods

Inês Faria

25/03/2025, 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
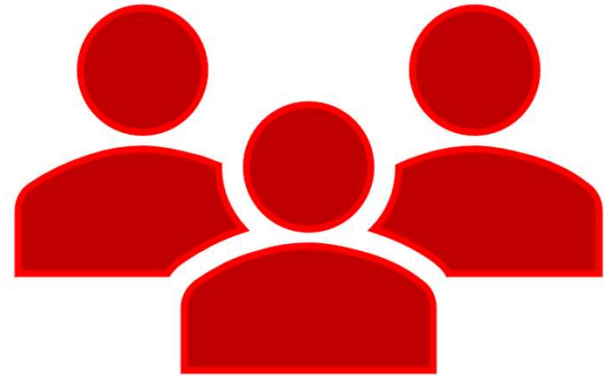- How to monitor it

Social Media as research field

- Multimodal research and examples of research modalities

Mapping and research tool
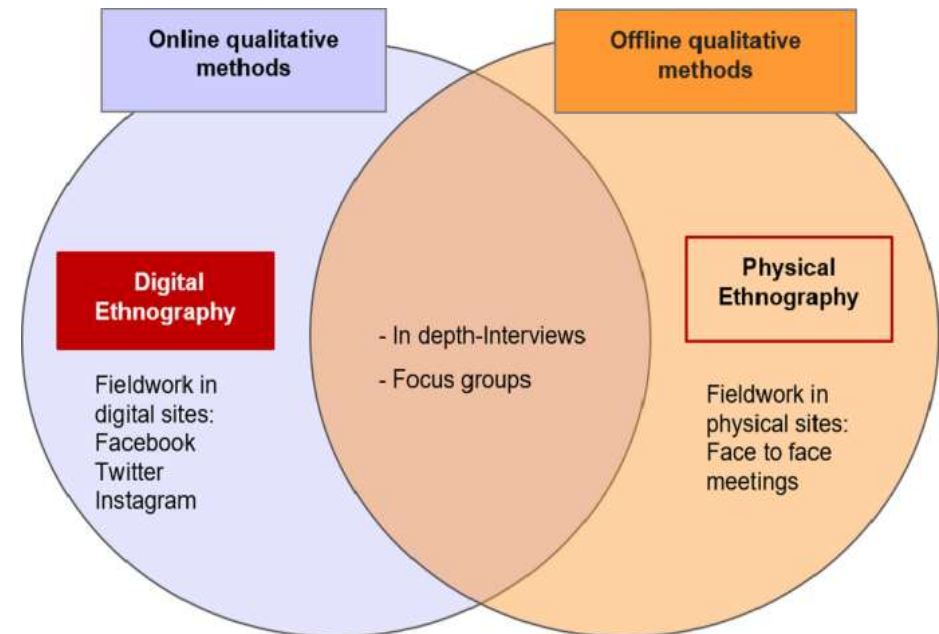
- Visualizing, integrating data. Exercise/experiment

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.**
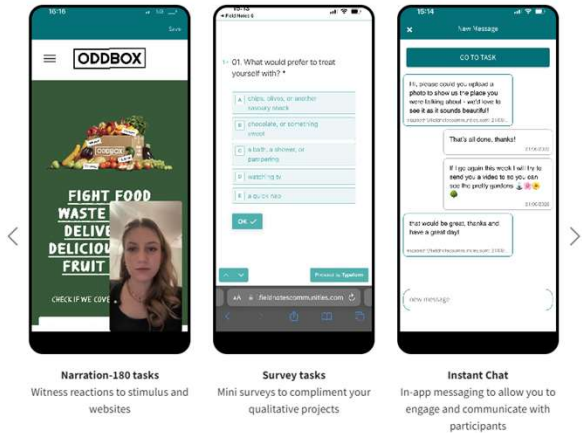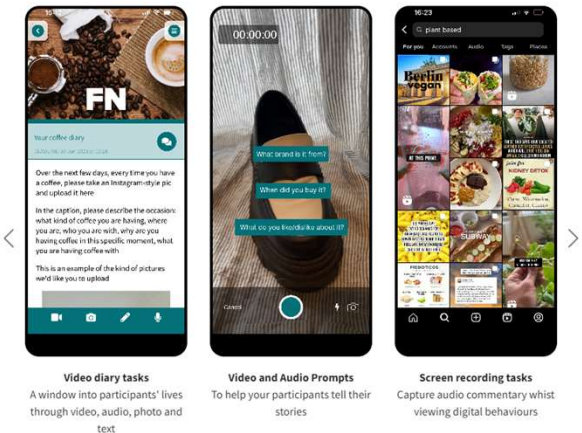

Oreg & Babis 2021

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

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- **Ethics**

Digital Ethnography

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[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 :)

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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**

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Social Media

- **Examples of research**

    - **Hybrid**

    - **Online**
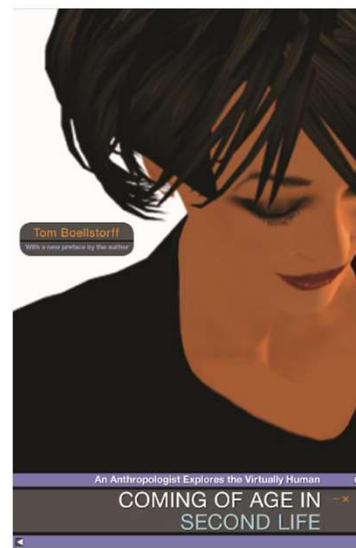
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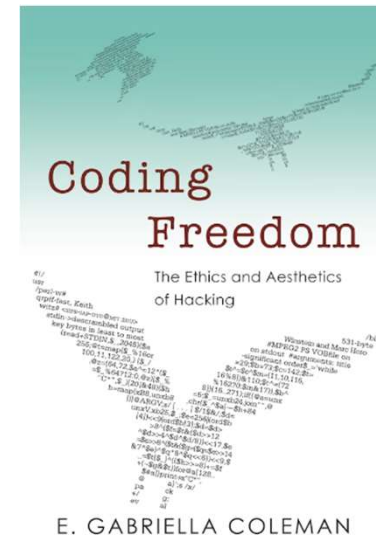
Coleman

Miller et al.

Digital Journaling

- **Mobile phone app or platforms**

- **Accessible and more private**

- **Format often ready for analysis**

- **Longitudinal research**

- **Engage participants**

Mapping

- **Space (GIS)**

- **Time**

- **Relationships**

- **Concepts**

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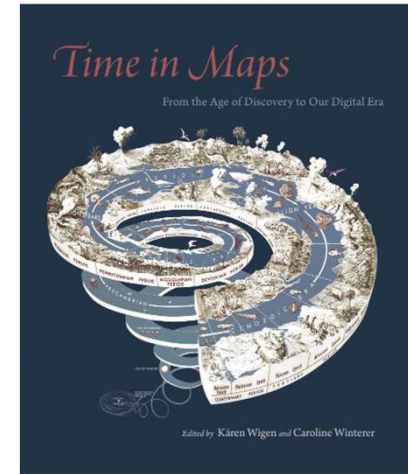
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Lisbon School
of Economics
& Management
Universidade de Lisboa
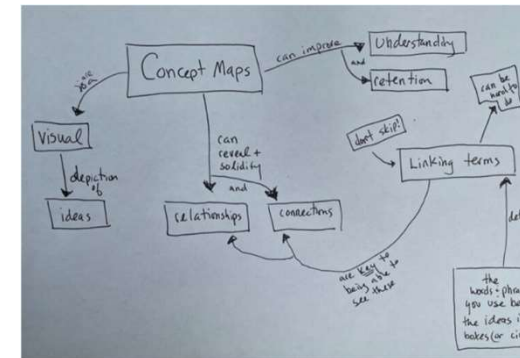
Intersectional Mapping

Instructions and INTERMAPS

**ERC grant
Pompeu Fabra University**

ACTIVITY

RELIEF MAPS

Code: hhqsf6bl

WHO: Individual

WHAT: Make an intersectional relief map

WHERE:
https://reliefmaps.upf.edu/project/hhqsf6bl

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.