Digital Ethnography Methods: A week of Fieldwork + Analysis of Human/Non-human Entanglements.

A PhD Summer School

Hosted by Digital Ethnography Research Centre, RMIT University
February 20-24, 2023
RMIT University's City Campus,
Melbourne, Australia

(5 days of lectures, discussions, workshops, fieldwork, guided analysis workshops, presentations of
in-progress insights, a plenary/keynote session followed by a reception, and a group dinner out on the town)

Description

This PhD summer school introduces participants to core as well as innovative ethnographic frameworks and methods for observation, engagement, documentation, and analysis.

Digital transformations and technologies have potentially profound impacts on people but can be challenging to observe because they have varying degrees of visibility and invisibility. How might we attune playful, creative and critical methods that acknowledge complex layerings of visible and invisible technologies and histories? What techniques help researchers get at the granularity of sensory, material, social and digital overlays and practices, when any situation of focus will involve multiple human, non-human, and more than human participants?

Two field sites have been selected for participants to engage in field exercises with world-leading experts from the Digital Ethnography Research Centre. Both sites offer distinctive complexities of fieldwork in mixed/hybrid digital- and data-saturated contexts.

In class lectures, workshops, and fieldwork provide guidance and training in core methods and tools. In addition, over the course of this program, participants gain insights and experience in: using best practices to confront ethical challenges on a case-by-case basis, making sure the tools fit the contexts or research questions, dealing with both too much and not enough material, building interpretations that have strong credibility through reflexive practices, conducting ethnographic analysis in small teams, and presenting 'in progress' findings to stakeholders.

The course invites 30 students to participate in 5 days of classroom and field site experiences:

- Lectures focused on innovative research design and creative fieldwork techniques
- Guided field activities in teams,
- Keynote lectures by world-class digital ethnographers,
- Optional symposium for participants to present research
- hands-on fieldwork of two distinctive hybrid human/non-human/more-than-human contexts in Melbourne
- Workshops on analytical techniques of situational mapping and critical making
- Presentations and feedback

This is an intensive and immersive PhD summer school designed to introduce PhD students to core concepts of digital ethnography and give students hands-on practice with some advanced and specialized techniques to study experiences and practices in particular places, as these are entangled with physical, digital, personal and social factors. One involves living labs in defined public spaces. The other is a distributed practice of interacting with human and more than human entities.

Students at any stage of their PhD will benefit from this immersive Summer School. Students do not need any prior experience in ethnography, digital ethnography, or fieldwork to participate. Please contact course leader Annette Markham if you have questions about the program, number of credits, or your suitability.

General information:

Website for updates	https://digital-ethnography.com/news/derc-feb2023-phd-summer-school/
Schedule and Reading List	
Primary Organisers:	**Digital Ethnography Research Centre, RMIT University** DERC is headquartered at RMIT University in Melbourne, Australia. The course is organized by members of the Executive Committee. For more information or queries, please email: digital.ethnography@rmit.edu.au
Professors/Facilitators:	**Annette Markham**, Professor, School of Media and Communication, Digital Ethnography Research Centre, Co-Director of DERC **Larissa Hjorth**, Distinguished Professor, School of Media and Communication, College of Design and Social Context, RMIT University, Melbourne
With special keynotes by former directors of DERC	**Prof Tania Lewis,** Co-Director of DERC and Director of RMIT/Melbourne's new applied community project for zero waste: CafeLab **Prof Ellie Rennie**, ARC Future Fellow and Researcher at RMIT Blockchain Innovation Hub, focused on 'Cooperation through Code' and digital inclusion.
and a plenary Q & A Session with special guest researchers	**Zoë Glatt,** London School of Economics, specializing in digital ethnography of Youtube and social media. **Marissa Willcox,** University of Amsterdam, specializing in digital ethnography of Instagram influencers
CREDIT/ECTS	Certificate of Completion and ECTS credits available on request and determined by individual. (likely 5 ECTS for EU participants)
Number of Students accepted	30
Application Portal	Closed. Applicants have been selected and waiting list has been activated as of December 5, 2022
Application requirements	Applications were accepted on a rolling basis until seats were filled.
Fees	● The standard fee for participation is $1,000 AUD (approx 645 EURO), which covers four lunches, coffee breaks, keynotes and lectures, symposium reception, and the final Summer School dinner. ● 1-3 fee waivers may be available on a competitive basis for those who can document need. ● RMIT students are exempt from fee but must pay $100 deposit to secure their seat, refundable after commencement of the Summer School (deposit is nonrefundable if registration is not cancelled before January 15, 2023)

	• ADM+S and other close affiliate Centres may be eligible for a fee discount. Information available on request. • Accepted participants are required to pay full fee by January 15, 2023 to secure their seat. This fee is fully refundable if attendance is cancelled within 14 days of start, and if the course is cancelled for any reason.
Dates:	**February 20-24, 2023**
Place:	RMIT University City Campus, Melbourne, Australia (with fieldsites in the city)
Logistics Contact person:	Clare Thompson: digital.ethnography@rmit.edu.au

<mark>THE FOLLOWING IS A DRAFT WORKING SCHEDULE. OVERALL DATES ARE CONFIRMED, BUT THE CONTENT IS SUBJECT TO CHANGE</mark>

<mark>A full bibliography and links to reading materials will be provided upon acceptance. Participants are expected to read all materials in advance of attendance..</mark>

DAY 1 (February 20, 2023)

Time:	Activity	Venue:
10:30-12:45	Course outline, discussion of process and outcomes, Introductions, Lunch	classroom
13.00-15.00	**Short (45 min) Framing Lectures:** *Fieldwork: Choices at Critical Junctures, Immersion, and Documentation* Annette Markham *Fieldwork: Data Trails, Mobile Devices, and using "what's at hand" to generate material* Larissa Hjorth	classroom
15.00-15.30	break and meet in field experiment location	
15.30-17.00	**Onsite warm-up field experiments:** Team 1 goes with Annette: Observing granular details Team 2 goes with Larissa: Using everyday digital tools in fieldwork.	in the field
17.00-19.00	**Onsite warm-up field experiments (switch):** Team 2 goes with Annette: Observing granular details Team 1 goes with Larissa: Using everyday digital tools in fieldwork.	in the field

DAY 2 (February 21, 2023)

Time:	Activity	Venue:
09.30 – 11.30	**Focus on ethics and methods questions:** Q&A about specific methodological concerns and instances (brought by participants), which provides	Classroom

	insights about specific techniques, best practices, ethical challenges	
11.30-13.00	**Fieldsite visit and planning** Travel to field site. lunch	in the field
13.00-15.00	Field observations and documentation	in the field
15.00-16.00	**Team Planning Meetings** In teams, plan Wednesday's fieldwork and generate driving research questions	classroom
16.30-17.30	**Keynote Lectures** Tania Lewis and Ellie Rennie, former Directors of DERC	Capitol Theatre, public lecture
17.30-18.30	Plenary with instagram and youtube ethnographers (to be confirmed)	Capitol Theatre, public lecture
18.30-19.30	reception and networking	Capitol Theatre

DAY 3 (February 22, 2023)

all day	fieldwork (professors on site or on call	location TBA

Day 4 (Thursday, February 23, 2023)

Time:	Activity	Venue:
09.00-10.30	**Workshopping** gather to work in teams to build presentations of field reports. Profs on hand for Q&A	classroom
1030-11.00	coffee break	classroom
11.00-1230	**Flash Presentations:** team presentations of field reports with brief feedback/discussion	classroom
12.30-13.30	lunch	on your own
13.30-15.30	**Analytical Processes and Critical Making Lectures:** *60 min: Pathways to meaning: Situational Mapping* Annette Markham *60 min: Pathways to meaning: Critical Making* Larissa Hjorth	classroom
16.00-19.00	Guided analysis session: Select a workshop with either Hjorth or Markham	classroom or elsewhere
19.00	group dinner	location TBA

DAY 5 (Friday, February 24, 2023)

Time:	Activity	Venue:
09.00-12.30	**Workshopping** gather to build presentations of analyses	classroom
12.30-1.30	lunch	classroom

13.30-14.30	**Presentations** Teams: Strict time limit of 10 min visual showcase and 5 min Q&A (individuals have 4 + 4 min)	classroom
14.30-14.45	**short break**	classroom
14.45-16.00	**Presentations** Teams: Strict time limit of 10 min visual showcase and 5 min Q&A (individuals have 4 + 4 min)	classroom
16.00-17.00	summary: Larissa Hjorth summary: Annette Markham final wrap-up and evaluation	classroom

Symposium (optional)
(Tentatively scheduled for either Friday, February 17 or Monday, February 27, 2023)

Time:	Activity	Venue:
10:00 -15:00	**Symposium: (title TBD)** Optional symposium is available for participants who desire or require conference-style presentations. Separate application required. Symposium will feature talks by participants and others. Contact annette.markham@rmit.edu.au for details.	The Green Brain, RMIT University