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The research reported in this chapter employs an ethnographic approach to the study of digital literacies as social practices (Heath & Street 2008). According to the sociocultural view, literacies are located in people's activities.

Ethnographic Approach - an overview | ScienceDirect Topics

While Internet ethnography largely dealt with contextual digital fields, recent developments in the realm of online research allow the ethnographic exploration of digital meta-fields and their publics. This shift recalls Marcus' appeal for a multi-sited ethnography but, in fact, goes further beyond, towards a truly 'un-sited' ethnography.

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Research Programs - Digital Ethnography Research Centre

e Cyber-ethnography, also known as virtual ethnography, digital ethnography and most commonly online ethnography, is an online research method that adapts ethnographic methods to the study of the communities and cultures created through computer-mediated social interaction. Online ethnography has by far the wider use.

Cyber-ethnography - Wikipedia

It contextualises digital and pre-digital ethnographic research and demonstrates how the methodological, practical and theoretical

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dimensions are increasingly intertwined. Digital ethnography is central to our understanding of the social world; it can shape methodology and methods, and provides the technological tools needed to research society.

Digital Ethnography | SAGE Publications Ltd

Ethnography will show how digital technologies produce both new possibilities for political activism and also for state oppression, creating conditions for the commodification of music and other media and the de-commodification of those same media simultaneously.

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