

Institut für historische Publizistik, Kommunikations- und Medienwissenschaft

Kommentar zur Lehrveranstaltung im SoSe 2019

Veranstalter*in Prof. Dr. Andreas Hepp

Titel (dt.):

Methods Practical: Qualitative approaches to digital media (MA DMS, D1)

Titel (engl.):

Beschreibung:

The seminar introduces a qualitative, theory-finding approach to digital communication research. The overall frame of this exercise is an introduction to (digital) media ethnography. After a general elaboration of the basic understanding of media ethnography, different individual procedures will be practiced through small exercises: qualitative interview, observations, data walks, sorting techniques, transcription and data preparation, qualitative coding. The seminar is concluded by a research report of approx. 20 pages.

Literatur:

Pink, S., Horst, H., Postill, J., Hjorth, L., Lewis, T., & Tacchi, J. (2016). Digital ethnography. Principles and practice. London: Sage.