

## Contextualizing Netnography

**Robert Kozinets & Ulrike Gretzel, University of Southern California/ Netnografica**

This workshop provides participants with frameworks and tools allowing them to understand how netnography can help them address the range of complex and changing circumstances that face the contemporary qualitative researcher. Netnography assembles the methods of ethnography and other qualitative research practices and applies them to the investigation of techno-social experiences encompassed by, and reflected within, the traces, networks, and platforms of social media. Netnography differs from general modes of digital inquiry by its emphasis on contextualized understanding, and it differs from other forms of online or digital ethnography because it provides specific, toolbox-level, procedural guidelines. These guidelines have been constructed to provide qualitative researchers across multiple fields with a methodological approach that is consistent, rigorous, clear, ethical, and adaptable. Netnography can be applied to a range of social media platforms, large and small, public and private, from Amazon reviews to Tiktok videos, Facebook groups to subreddits. In response to dynamic socio-technical realities such as bots and algorithm changes, netnography evolves and netnographers adapt. The workshop will be offered on Zoom.

Some of the topics we will discuss in this workshop include multi-person researcher collaborations in netnography, multi-platform studies, studies of (audio)visual media, working within private and closed social networks, navigating GDPR and data ethics issues, utilizing data from mobile communications, the impact and opportunities of algorithms and researcher engagement versus participation.

***Dr. Robert V. Kozinets** has developed methods (including netnography) and theories widely used around the world. His work helps people understand the rapidly moving worlds of social media and popular culture—and the technological forces and actors that influence them. He has conducted extensive consulting around the world for companies such as Zurich Insurance, Campbell Soup, ArtCosmetics, and L'Oréal, and has written 7 books and over 100 peer-reviewed articles and books chapters. Kozinets is the Jayne and Hans Hufschmid Chair of Strategic Public Relations and Business Communication at the University of Southern California in Los Angeles, California.*



***Dr. Ulrike Gretzel** is a Senior Fellow at the Center for Public Relations, University of Southern California and Director of Research at Netnografica. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign. Dr. Gretzel's research spans the design and implications of emerging technologies. Dr. Gretzel has published over 100 peer-reviewed journal articles. She is frequently acknowledged as one of the most cited authors in the fields of tourism and persuasion and in 2019 was inducted as a fellow of the International Academy for the Study of Tourism.*