

Subject card

Subject name and code	Netnography, PG_00179481						
Field of study	Ethnology						
Date of commencement of studies	October 2024		Academic year of realisation of subject			2025/2026	
Education level	Master's studies		Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research in the field of study	
Mode of study	full-time studies		Mode of delivery			at the university	
Year of study	2		Language of instruction			Polish	
Semester of study	3		ECTS credits			2.0	
Learning profile	academic		Assessment form			credit	
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Paprot-Wielopolska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		20.0	52
Subject objectives	The aim of the course is to provide knowledge of methods, techniques and tools (mainly of an ethnographic nature) that enable online research, as well as to familiarize and develop students with the ability to critically analyze and interpret content posted and created on the Internet in the context of selected socio-cultural phenomena.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ETNOMU2_U06] Is able to carry out a critical analysis and interpretation of various types of cultural products, applying original approaches, taking into account new developments in the humanities in order to determine their meanings, social impact, place in the historical-cultural process	The student has the ability to prepare a research project, conduct research and prepare a report with presentation.	[SU2] presentation/project/paper/report [SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[ETNOMU2_W01] Has in-depth knowledge of the specific subject matter and methodology of ethnology and cultural anthropology, which they are able to develop and creatively apply in professional activity	The student is familiar with key texts and theories related to netnographic research.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ETNOMU2_U02] Has in-depth research skills, including analysis of other authors' works, synthesis of various ideas and views, selection of methods, and construction of research tools, elaboration and presentation of results, allowing for original solutions of complex problems in the field of ethnology and cultural anthropology	Is able to search, analyse and evaluate scientific information and texts on the Internet	[SU6] demonstration of practical skills [SU8] observation of student's independent or team work
	[ETNOMU2_W02] Has a structured, in-depth knowledge, including terminology, theory and methodology in ethnology and cultural anthropology	The student has a structured general knowledge of issues related to socio-cultural phenomena in internet.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ETNOMU2_U11] Presents the results of their work in Polish and/or a foreign language in a clear, structured and well-thought-out form using a variety of modern communication methods and techniques	Student presents a project on netnographic research in the form of a presentation - group project.	[SU2] presentation/project/paper/report
	[ETNOMU2_W03] Has well-ordered detailed knowledge in selected areas of cultural knowledge, including the knowledge and understanding of the importance of promotion and protection of cultural heritage of Pomerania, Poland and the world	The student has a structured detailed knowledge of methods of qualitative research related techniques in area of netnography among others on cultural heritage.	[SW1] oral statement/conversation/discussion [SW5] implementation of a problem task
	[ETNOMU2_K01] Critically evaluates acquired knowledge, personal and social competences; is prepared to critically evaluate information received	The student is able to determine his/her own competence in the field of Internet communication.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task
	[ETNOMU2_U05] Has the ability to integrate knowledge in the field of ethnology and cultural anthropology, and to apply it in non-typical professional situations	Is able to apply ethnographic research methods on the Internet.	[SU2] presentation/project/paper/report
	[ETNOMU2_W09] Has an in-depth knowledge of the complex nature of language in different cultural circles	Is able to analyse the ways in which internet users communicate.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[ETNOMU2_K07] Systematically takes part in cultural life, is interested in current cultural events, innovative forms of artistic expression, new phenomena in art	The student observes and participates in online cultural life.	[SK6] demonstration of practical skills
	[ETNOMU2_K04] Is prepared to responsibly fulfil professional roles and take up professional challenges, caring to observe professional ethics in the implementation of individual and team professional activities	The student observes socio-cultural phenomena on the Internet. with ethical principles.	[SK6] demonstration of practical skills

	Course outcome	Subject outcome	Method of verification
	[ETNOMU2_W07] Knows and understands advanced methods of analysing, interpreting, valuing and problematising cultural products from different cultural backgrounds	The student knows how to analyse source data from the internet.	[SW2] presentation/project/paper/report [SW5] implementation of a problem task
	[ETNOMU2_U08] Has the ability to formulate critical opinions on cultural products on the basis of scientific knowledge and experience and the ability to present critical studies in various forms and media	Is able to formulate statements on socio-cultural phenomena on the Internet.	[SU2] presentation/project/paper/report [SU5] implementation of a problem task
	[ETNOMU2_U01] Is able to independently search, verify, evaluate, select information, applying modern techniques of acquiring and analysing data with the use of various sources, integrate knowledge, and formulate critical opinions on this basis	Is able to search, analyse and evaluate information on internet.	[SU6] demonstration of practical skills
Subject contents	1 Introduction to netnography 2 Research design: problems, objectives, research questions and assumptions 3 Qualitative research methods: observation 4 Qualitative research methods: autoethnography 5 Qualitative research methods: interviews 6 Creating research tools 7 Research ethics on the Internet 8 Journal of the researcher 9 Qualitative analysis methods and discourse analysis 10. Creation of bibliography for the project, qualitative analysis 11. Visual analysis 12. Identity on the Internet 13. Activities of cultural institutions on the Internet 14. E-folklore, or folklore on the Internet 15. Report presentations		
Prerequisites and co-requisites			

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Preparation and implementation of a group research project on a selected topic along with a final presentation (written and multimedia)	51.0%	80.0%
	knowledge of assigned readings and activity in class discussion	51.0%	10.0%
	attendance in class: two absences per semester are allowed - each subsequent absence regardless of the reason must be made up during consultations	51.0%	10.0%

Recommended reading	Basic literature	Cichocki P., Jędrkiewicz T., Zydel T., 2012, Etnografia wirtualna, w: Badania jakościowe. Metody i narzędzia, ed. D. Jemielniak, t. 2, Warszawa: Wydawnictwo Naukowe PWN, pp. 203220. Flick U., 2011, Jakość w badaniach jakościowych, Warszawa: PWN. Materiały wizualne w badaniach jakościowych, Warszawa: PWN Hammersley M., Atkinson P., 2000, Metody badań terenowych, Poznań: Zys i S-ka. Jagiello E.A., Modnicka N., 2011, Pułapki sieci o etycznym wymiarze badań antropologicznych w internecie, LUD, vol. 95, s. 105125. Jemielniak D., 2013, Netnografia, czyli etnografia wirtualna nowa forma badań etnograficznych, Praksekologia, no 154, pp. 97116. Kamińska M., 2014, Autoetnografia jako technika badań etnograficznych w Internecie, Przegląd Socjologii Jakościowej, vol. 10, no 3, pp. 170183. Kania M., 2011, Kreowanie tożsamości internetowej. Przykład Facebooka jako twórcy sztucznej inteligencji, LUD, no 95, pp. 127141. Kozinets R.V., 2012, Netnografia. Badania etnograficzne online, tłum. M. Brzozowska-Brywczyńska, Warszawa: Wydawnictwo Naukowe PWN. Kvale S., 2010, Prowadzenie wywiadów, Warszawa: PWN. Miller P., 2012, Wprowadzenie do obserwacji online: warianty i ograniczenia techniki badawczej, Przegląd Socjologii Jakościowej, vol. 8, no 1, pp. 7697. Rapley T., 2010, Analiza konwersacji, dyskursu i dokumentów, Warszawa: PWN. Piłat-Kobiela A., Prokop-Dorner A., 2022, Pandemiczna Piaskownica - netnografia społeczności internetowej matek w czasie kryzysu zdrowotnego, "Przegląd Socjologiczny", 71(2), pp. 85-113. Banks M., Materiały wizualne w badaniach jakościowych, Wydawnictwo Naukowe PWN, Warszawa 2009, Podejścia w badaniach wizualnych: pp. 69-102. Ćwikła M., 2022, Budowanie relacji z publicznością w internecie. Netnografia działalności polskich teatrów w czasie pandemii, Zarządzanie Mediami, vol. 9, no 2, pp. 339-353. Grochowski P., Folklorysta w sieci. Prelogomena do badań folkloru internetowego, w: Netlor. Wiedza cyfrowych tubylców. Toruń. Deredas A., Potrowska A., 2013, Dziennik terenowy. Zapis stawania się badaczem, w: Nie tylko o wsi. Szkice humanistyczne dedykowane Profesor Marii Wieruszewskiej-Adamczyk, ed. D. Kasprzyk, Łódź: Wydawnictwo UŁ, pp. 263-285. Kuźma I., 2008, Etnologiczna kategoria terenu a internet, w: E-kultura, e-nauka, e-społeczeństwo, red. B. Płonka-Syroka, M. Staszczak, WarszawaWrocław: Oficyna Wydawnicza Arboretum.
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		Binder P., Wywiady online w badaniach jakościowych okresu pandemii: inkluzywny potencjał, zagrożenie wykluczeniem i jakość gromadzonych danych, "Kultura i Edukacja", 3(137), pp. 38-62. Górska, M. (2024). Zwrot cyfrowy? Etnograficzny teren badań w perspektywie post-pandemicznej. <i>Etnografia Polska</i>, 68(1-2). https://doi.org/10.23858/EP68.2024.3743 Mincewicz W., 2024, <i>Badanie społeczności internetowych: nowe wyzwania dla badacza</i>, Acta Universitatis Lodzensis. Folia Sociologica, (88), s. 6175 https://czasopisma.uni.lodz.pl/sociologica/article/view/19893 Chmielecki K., 2007, Antropologia nowej wizualności jako refleksja nad cyfrową i globalną kulturą wizualną, <i>Przegląd Kulturoznawczy</i>, s. nr 3 (2), s. 102117
	Supplementary literature	Jemielniak D., 2019, <i>Sociologia internetu</i>, Warszawa: Wydawnictwo Naukowe Scholar. Jemielniak D., 2013, <i>Życie wirtualnych dzikich. Netnografia Wikipedii największego projektu współtworzonego przez ludzi</i>, Warszawa: Poltext. Kamińska M., 2011, <i>Nieczne memy: dwanaście wykładów o kulturze Internetu</i>, Poznań: galeria Miejska Arsenal.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Netnography as a form of ethnographic research for analyzing online cultures and communities.2. Methods of cultural research on the Internet and the ethics of conducting research.3. Social media - the Internet as a space for the emergence of communities of a new type.4. Production of knowledge - tools and mechanisms of creating virtual discourse by members of online communities and cultures.5. Formation of individual and collective identity on the Internet.6. Study of environments - communities on the Internet: fan groups, professional groups, hobby groups and online cultural phenomena.7. Relationships, social ties and emotions on the Internet.8. Specifics of mediated contacts on the Internet: auditory, visual, audiovisual and textual communication.9. Virtual world vs. real world - communities and cultures functioning in both worlds. 10. Cultural participation on the Internet.11. The phenomenon of globalism and glocality on the Internet.	
Work placement	Not applicable	

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