

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im SoSe 2024

Description of seminars

Veranstalter*in: Prof. Dr. Andreas Hepp

Lecturer:

Titel (dt.):

Titel (engl.): Practical seminar 2: Media ethnography and qualitative data analysis

(immer

angeben)

Beschreibung:

Description:

The aim of this practical seminar is to provide an introduction to media ethnography and to learn practical methods of data collection and analysis. We will concentrate on two methods of data collection: Conducting qualitative interviews and online / offline observations. For the analysis of qualitative data, we will work with the OpenQDA software developed at ZeMKI (<https://openqda.org>). The aim is to learn how to build categories in the sense of Grounded Theory. Part of this will be co-creation workshops in which we will test what good teaching materials for this could look like.

Literatur:

Literature:

Bryant, A., & Charmaz, K. (Eds.). (2019). *The SAGE handbook of current developments in grounded theory*. London: Sage.

Charmaz, K. (2014). *Constructing grounded theory. Second edition*. London: Sage.

Kozinets, R. (2020). *Netnography. Third edition*. London: Sage.

Murphy, P. D. (2011). Locating media ethnography. In V. Nightingale (Ed.), *The handbook of media audiences* (Vol. 5, pp. 380-401). Malden: Wiley.

Nafus, D., & Knox, H. (Eds.). (2018). *Ethnography for a data-saturated world*. Manchester University Press.

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

Saldaña, J. (2021). *The coding manual for qualitative researchers*. London: Sage.