DH Downunder, Sydney December 2017

Digital Ethnography workshop

Dr Anna Cristina Pertierra

[a.pertierra@westernsydney.edu.au](mailto:a.pertierra@westernsydney.edu.au)

Day One: Wednesday

9:00 Welcome and introductions

**9:15 Understanding ethnography**

Histories of anthropology and the development of classical ethnography

**11:00 Making ethnography digital**

The use of ethnography in media and cultural studies

Debating the limits of what digital ethnography means

**1:30 Group activities and case studies**

Participants will share their current and future projects

Case study 1: Anna’s research on digital media circulation in Cuba

**3:30 Case studies and closing questions**

Case study 2: Anna’s reaearch on digital photography in Cuba

Closing group debate and discussion

**Readings for Day One:** at least one of the two supplied readings by Anna Cristina Pertierra.

Day Two: Thursday

9:00 Wrap up from Day One

**9:15 Digital and virtual worlds**

Key works in 1990s digital ethnography

Transforming the nature of the ethnographic field

**11:00 Mobile and social media**

Ethnographic innovations in understanding global mobile media

**1:30 Group activities and case studies**

Participants will continue to share their current and future projects

Case study 1: Hashtag activism in the United States

3:30 Case studies and closing questions

Case study 2: Video games as online dating platforms

Closing group debate and discussion

**Readings for Day Two:** at least one of the two supplied readings by Bonilla & Rosa OR by Liu.