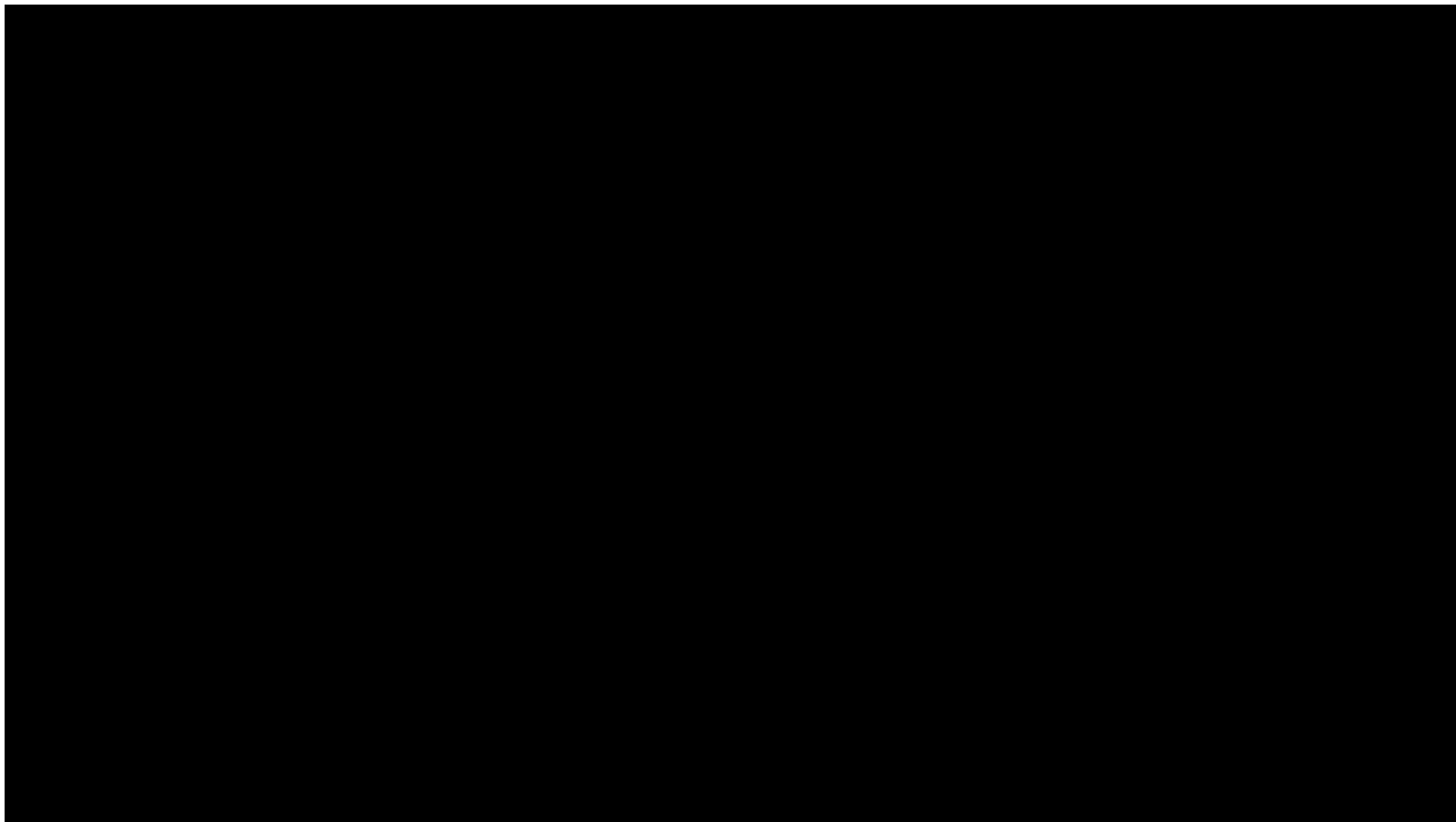


QUALITATIVE RESEARCH IN DIGITAL SPACES



***ANYTHING YOU
WANT TO SHARE
ABOUT YOUR
INTERVIEW?***



AGENDA

1. What is netnography?
2. How to choose a research site for netnography
3. How to collect data

ROBERT V. KOZINETS*

The author develops "netnography" as an online marketing research technique for providing consumer insight. Netnography is ethnography adapted to the study of online communities. As a method, netnography is faster, simpler, and less expensive than traditional ethnography and more naturalistic and unobtrusive than focus groups or interviews. It provides information on the symbolism, meanings, and consumption patterns of online consumer groups. The author provides guidelines that acknowledge the online environment, respect the inherent flexibility and openness of ethnography, and provide rigor and ethics in the conduct of marketing research. As an illustrative example, the author provides a netnography of an online coffee newsgroup and discusses its marketing implications.

The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities

Consumers making product and brand choices are increasingly turning to computer-mediated communication for information on which to base their decisions.¹ Besides purchasing advertising and corporate Web sites, consumers are using newsgroups, chat rooms, e-mail list servers, personal World Wide Web pages, and other online formats to share ideas, build communities, and contact fellow consumers who are seen as more objective information sources. Although they're popularly called "virtual communities" (Rheingold 1993), the term "virtual" might misleadingly imply that these communities are less "real" than physical communities (Jones 1995). Yet as Kozinets (1998, p. 366) points out, these social groups have a "real" existence for their participants, and thus have consequential effects on many aspects of behavior, including consumer behavior" (see also Muniz

and O'Guinn 2001). To maintain the useful distinction of computer-mediated social gathering, I use the term "online communities" to refer to these Internet-based forums.

Motion pictures, sports, music, automobiles, fast-food toys, consumer electronics, computers and peripherals, software, cigars, beer, coffee, and many other products and services are discussed in online communities whose importance is being increasingly recognized by contemporary marketers (see, e.g., Armstrong and Hagel 1996; Bulik 2000; Hartzel and Armstrong 1997; Kozinets 1999; Muniz and O'Guinn 2001; White 1999). In the past few years, marketing firms such as Cyveillance, eWatch, NetCurrents, and Genie and consumer services such as Epinions.com, PlanetFeedback, Bizrate.com, and eComplaints.com have been formed to take advantage of opportunities posed by cross-consensual electronic communication.

The reason behind this marketing interest is twofold. First, marketers recognize the increasing importance of Internet and of consumers who are active in online communities. Almqvist and Roberts (2000, p. 18) find that a major factor influencing positive brand equity for one brand over another is consumer advocacy. Online communities are contexts in which consumers often partake in discussions whose goals include attempts to inform and influence fellow consumers about products and brands (Kozinets 1999; Muniz and O'Guinn 2001). Second, one of the major purposes of marketing research is to identify and understand tastes, desires, relevant symbol systems, and decision-making influences of particular consumers and consumer groups. As the advent of networked computing is open

¹For example, surveys of adults who use online services indicate that 18% of them access newsgroups and 25% visit chat rooms (Vergara 1996), and these numbers appear to be growing (Jones 1995). Kozinets' (1995) analysis of Arhizon data provides a much higher figure: 71.6% of all Internet users access newsgroups.

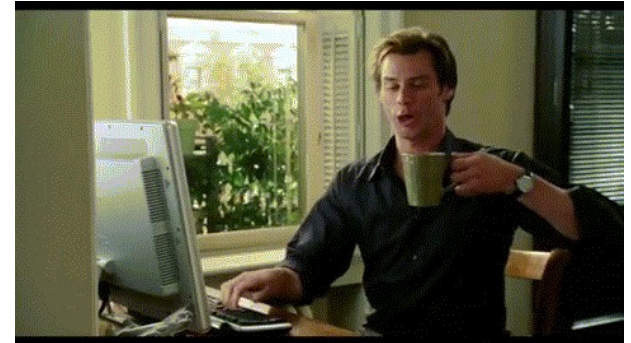
*Robert V. Kozinets is Assistant Professor of Marketing, Kellogg School of Management, Northwestern University (e-mail: rkozinets@kellogg.nwu.edu; Web page: <http://www.kellogg.nwu.edu/faculty/kozinetshome/search/>). The author thanks the marketing seminar group at Kellogg, namely Jay Jay Handelman, and John Sherry for comments on previous versions of this article. The three *JMR* reviewers also provided kind encouragement and useful remarks that helped improve the article. The members of the all-office newsgroup generously contributed their utterances and insights.

Kozinets (2002a; 2006; 2010) argues that the common ethnographic procedures relating to the researcher's journey as a participant are:

- 1) *the cultural entrée*
- 2) *gathering and analyzing data*
- 3) *ensuring trustworthy interpretation*
- 4) *ethical research*
- 5) *inviting member feedback.*

THESIS TIP #15:

You can (still) use (traditional) netnography if you find the right community and can find enough data; but netnography can also be a starting point and later combined with semi-structured interviews.



Julie walks down a busy Chicago street wearing her iPod, playing a random shuffle of her music collection which contains about 4,500 songs. She enters a Starbucks, orders a latte, and sits down. The Starbucks plays digital radio over the sound system—a mix of adult modern rock (called The Starbucks Café) featuring John Mayer, Ray Charles, Norah Jones, and the like. In the corner, a flat screen television (sound turned off) projects CNN Headline News with a constant loop of images of violence in the Middle East, election coverage, highlights from yesterday's college football games, and images of celebrities in turmoil (this week, it is Lindsay Lohan). Continuing to listen to her iPod, Julie pulls her notebook computer out of her bag and immediately connects into the Wi-Fi network. She checks her email (mostly work messages), updates her Facebook page, and scans the website of the *Chicago Tribune*. Her cell phone rings (with a ringtone of her favorite song, "Superstition," by Stevie Wonder) and, when she answers, she hears the voice of her friend, Jack, from Denver.

Article

**The Postmodern
Ethnographic Flaneur
and the Study of Hyper-
Mediated Everyday Life**

Journal of Contemporary Ethnography
42(2) 226–254
© The Author(s) 2012
Reprints and permission:
sagepub.com/journalsPermissions.nav
DOI: 10.1177/0891241412461278
jce.sagepub.com
SAGE

Charles Soukup¹

From a cultural perspective, where is Julie? What is/are her culture/s? Is it the Starbucks? Is it the virtual community of the Internet? Is it the televisual and auditory popular culture of music, television, etc.? Is it the organizational culture of her job? Is it the relational culture developed with her friend Jack? In general, ethnographers have tended to isolate these cultures studying the virtual community as separate from the coffeehouse culture and examining the popular culture of commercial media as separate from her organizational culture. Yet, considering this increasingly representative example, it is apparent that these diverse, fragmented cultural practices and processes are seamlessly integrated into Julie's everyday life—Julie simultaneously experiences these divergent "cultures" as banal, routinized, and ritualistic. For Julie, these are not distinct cultures; rather, these fragments and pieces of everyday life represent a kind of postmodern culture. Further, millions of people experience a similar integration of communication technology and physical environments as they commute to work in their automobiles, relax at home after a stressful day, or enter the hyper-mediated environments of public spaces like airports, franchise restaurants, and shopping malls.

ROBERT V. KOZINETZ*

The author develops "netnography" as an online marketing research technique for providing consumer insight. Netnography is ethnography adapted to the study of online communities. As a method, netnography is faster, simpler, and less expensive than traditional ethnography and more naturalistic and unobtrusive than focus groups or interviews. It provides information on the symbolism, meanings, and consumption patterns of online consumer groups. The author provides guidelines that acknowledge the online environment, respect the inherent flexibility and openness of ethnography, and provide rigor and ethics in the conduct of marketing research. As an illustrative example, the author provides a netnography of an online coffee newsgroup and discusses its marketing implications.

The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities

Consumers making product and brand choices are increasingly turning to computer-mediated communication for information on which to base their decisions.¹ Besides purchasing advertising and corporate Web sites, consumers are using newsgroups, chat rooms, e-mail list servers, personal World Wide Web pages, and other online formats to share ideas, build communities, and contact fellow consumers who are seen as more objective information sources. Although they're popularly called "virtual communities" (Rheingold 1993), the term "virtual" might misleadingly imply that these communities are less "real" than physical communities (Jones 1995). Yet as Kozinets (1998, p. 366) points out, these social groups have a "real" existence for their participants, and thus have consequential effects on many aspects of behavior, including consumer behavior" (see also Muniz

and O'Guinn 2001). To maintain the useful distinction between computer-mediated social gathering, I use the term "online communities" to refer to these Internet-based forums. Motion pictures, sports, music, automobiles, fast-food toys, consumer electronics, computers and peripherals, software, cigars, beer, coffee, and many other products and services are discussed in online communities whose importance is being increasingly recognized by contemporary marketers (see, e.g., Armstrong and Hagel 1996; Bulik 2000; Hartzel and Armstrong 1997; Kozinets 1999; Muniz and O'Guinn 2001; White 1999). In the past few years, marketing firms such as Cyveillance, eWatch, NetCurrents, and Geni and consumer services such as Epinions.com, PlanetFeedback, Bizrate.com, and eComplaints.com have been formed to take advantage of opportunities posed by cross-consumer electronic communication.

The reason behind this marketing interest is twofold. First, marketers recognize the increasing importance of Internet and of consumers who are active in online communities. Almqvist and Roberts (2000, p. 18) find that major factor influencing positive brand equity for one brand over another is consumer advocacy. Online communities are contexts in which consumers often partake in discussions whose goals include attempts to inform and influence fellow consumers about products and brands (Kozinets 1999; Muniz and O'Guinn 2001). Second, one of the major purposes of marketing research is to identify and understand tastes, desires, relevant symbol systems, and decision-making influences of particular consumers and consumer groups. As the advent of networked computing is open

¹For example, surveys of adults who use online services indicate that 18% of them access newsgroups and 25% visit chat rooms (Vargis 1996), and these numbers appear to be growing (Jones 1999). Kotler's (1995) analysis of Arbitron data provides a much higher figure: 71.6% of all Internet users access newsgroups.

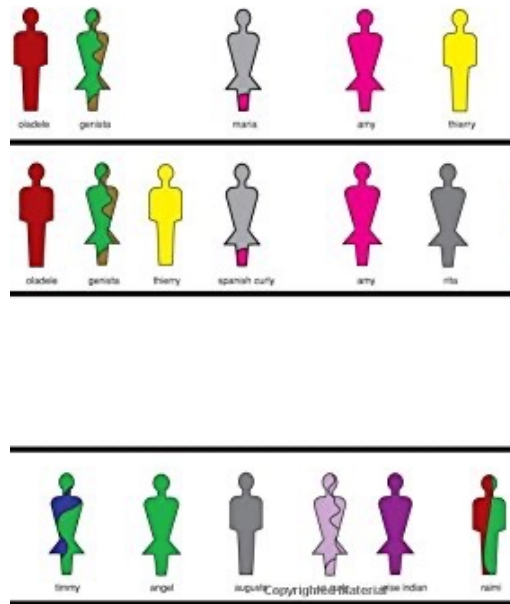
*Robert V. Kozinets is Assistant Professor of Marketing, Kellogg School of Management, Northwestern University (e-mail: rkozinets@kellogg.nyu.edu; Web page: <http://www.kellogg.nyu.edu/faculty/kozinetz.htm>). The author thanks the marketing seminar group at Kellogg, including Joy, Jay Handelman, and John Sherry for comments on previous versions of this article. The three *JMR* reviewers also provided kind encouragement and useful remarks that helped improve the article. The members of the alt.office.newsgroup generously contributed their utterances and insights.

Copyrighted Material

Netnography

Doing Ethnographic Research Online

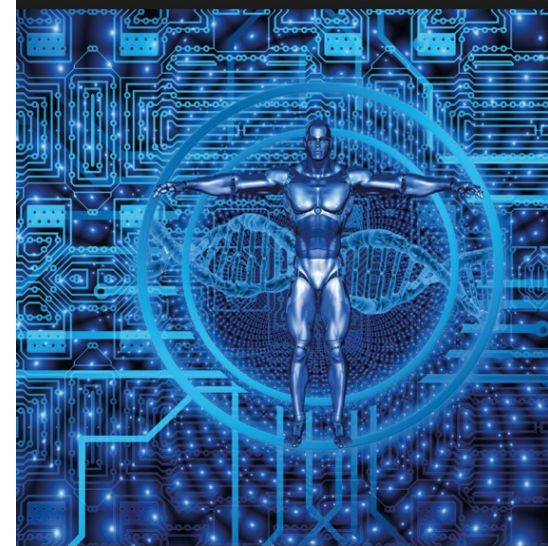
Robert V. Kozinets



Netnography Unlimited

Understanding Technoculture Using Qualitative Social Media Research

Edited by Robert V. Kozinets and Rossella Gambetti





Networks of Desire: How Technology Increases Our Passion to Consume

ROBERT KOZINETZ
ANTHONY PATTERSON
RACHEL ASHMAN

How is consumer desire transformed by contemporary technology? Most extant theory holds that technology rationalizes and reduces passion. In our investigation of networks of desire—complex open systems of machines, consumers, energy, and objects—we find technology increasing the passion to consume. Effects depend upon participation in the network, which can be private, public, or professional. Private participation tends to discipline passion into interests reflecting established cultural categories. Public and professional participation build new connections between extant desires and a wider network, decentering ties and deterritorializing flows that limit hungers to employed bodies. Public and professional participation drive consumption passion to transgressive extremes. We use ethnography and netnography to study online food image sharing, a broad field that includes everything from friend networks to food bloggers. Using and extending Deleuze and Guattari's desire theory, we conceptualize desire as energetic, connective, systemic, and innovative. Critically examining the role of technocapitalism in the realm of consumption passion, we question the emancipatory possibilities of unfettered desire. Networks of desire create a passionate new universe of technologically enhanced desire, one that challenges the way we think about consumer collectives, capitalism, emancipation, and posthuman consumption.

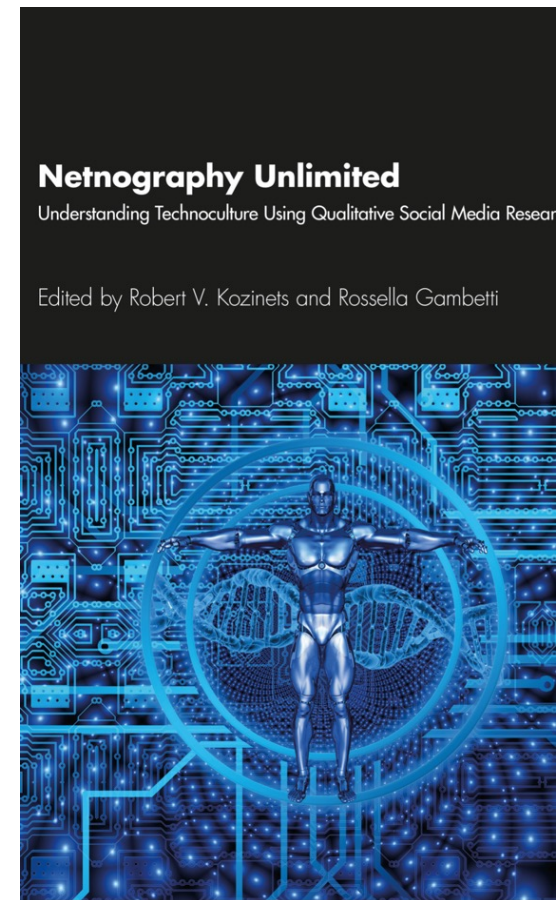
Keywords: capitalism, desire, food, netnography, networks, technology



Technocultures:

“the various identities, practices, values, rituals, hierarchies, and other sources and structures of meaning that are influenced, created by, or expressed through technology consumption” (Kozinets 2019, 621)

In Kozinets (2015, 115–116), I suggested that the axiology, the guiding motivational heart and soul of netnography should be “to shake our fists at dystopian threats and speak the truth to power,” to consider the trade-offs and abuses of power in social media and technoculture, and to develop a research informed praxis designed to help change social conditions and create a better society.



Exposure to Opposing Views can Increase Political Polarization: Evidence from a Large-Scale Field Experiment on Social Media

Christopher Bail,^{1*} Lisa Argyle,² Taylor Brown,¹ John Bumpus,¹
Haohan Chen,³ M.B. Fallin Hunzaker,⁴ Jaemin Lee,¹ Marcus Mann,¹
Friedolin Merhout,¹ Alexander Volfovsky⁵

¹Department of Sociology, Duke University,
254 Soc.-Psych Bldg, Durham, NC 27708, USA

²Department of Politics, Princeton University,
130 Corwin Hall, Princeton, NJ 08544, USA

³Department of Political Science, Duke University,
140 Science Drive, Durham, NC 27708, USA

⁴Department of Sociology, New York University,
295 Lafayette Street, 4th Floor, New York, NY 10012, USA

⁵Department of Statistical Science, Duke University,
P.O. Box 90251, Durham, NC 27708, USA

*To whom correspondence should be addressed: christopher.bail@duke.edu.

RESEARCH ARTICLE

The echo chamber effect on social media

Matteo Cinelli, Gianmarco De Francisci Morales, Alessandro Galeazzi, Walter Quatt...
+ See all authors and affiliations

PNAS March 2, 2021 118 (8) e2023301118; <https://doi.org/10.1073/pnas.2023301118>

Edited by Arild Underdal, University of Oslo, Oslo, Norway, and approved January 14, 2021 (received for review November 15, 2020)

Article Figures & SI Info & Metrics PDF

Significance

We explore the key differences between the main social media platforms and how they are likely to influence information spreading and the formation of echo chambers. To assess the different dynamics, we perform a comparative analysis on more than 100 million pieces of content concerning controversial topics (e.g., gun control, vaccination, abortion) from Gab, Facebook, Reddit, and Twitter. The analysis focuses on two main dimensions: 1) homophily in the interaction networks and 2) bias in the information diffusion toward like-minded peers. Our results show that the aggregation in homophilic clusters of users dominates online dynamics. However, a direct comparison of news consumption on Facebook and Reddit shows higher segregation on Facebook.



Available online at www.sciencedirect.com

ScienceDirect

Computers and Composition 57 (2020) 102582

Computers
and
Composition

www.elsevier.com/locate/compos

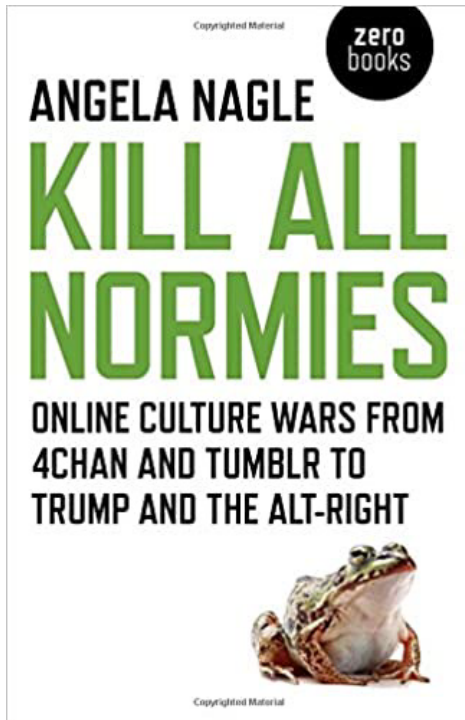
Algorithmic outrage

Jeff Rice

University of Kentucky Department of Writing, Rhetoric, and Digital Studies
Available online 15 July 2020

Abstract

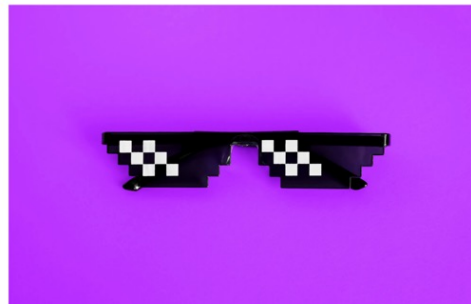
What is the relationship between public outrage and network algorithms which allow social media to operate? The Facebook feed, Google News, Twitter. Each of these platforms draws attention for specific ways algorithms aggregate information, persuade, spread rumors, attract attention, and get audiences angry. Digital outrage, in particular, deserves attention regarding algorithmic influence. Algorithms can capture keywords or posts, but such algorithms can only capture immediacy; i.e., the layered, aggregated nature of digital outrage code cannot detect. This essay proposes that an algorithm of outrage is not a software or code issue (as an algorithm is typically understood) but one of network and ideological algorithms. Digital outrage depends on more than one network to exist. Visualizing these networks via data analysis cannot track or trace actors in a given network – such as those on Facebook, in academia, or in a college or university – because networks layer. Outrage at a representation, public policy, war, Facebook scandal, or a current president always exists within a network of interactions (belief, encounter, texts, responses) but that network must exist within a series of layered networks as well, each with contrasting and complementary interactions. Networks, layered among each other, make the visible invisible (as opposed to Latour's concerns with making the invisible visible). To further this point, this essay explores two particular cases: a widely circulated photograph of Kellyanne Conway kneeling in the Oval Office on a sofa during a visit by HBCU presidents and another widely circulated photograph of former San Francisco 49ers quarterback Collin Kaepernick kneeling during the national anthem. Both events sparked (and continue to spark) digital outrage. But why? What network and ideological algorithms create this outrage? To understand how algorithmic outrage functions and spreads, the layers must be slowly unraveled.
© 2020 Elsevier Inc. All rights reserved.



WORLD STAFF 02:48 00:00:2021 00:00 AM

How Memes Became Weapons in the Culture Wars

This week, we talk about the history of memes, where they originate, and how they influence politics and society.



The meme theory: how brands can tap into internet culture

The Drum Social

By Amy Houston - July 23, 2021

The Drum Social is a weekly column from The Drum's social media executive Amy Houston covering the latest social media trends, strategies and insights. Follow Amy @AmyCLHouston and join in the conversation #TheDrumSocial



The Drum's social media executive Amy Houston speaks to Reddit, Twitch and the7stars about how brands can (try to) utilize pop culture and memes to better communicate with their audience.

**Digital Methods
for Ethnography:
Analytical Concepts
for Ethnographers
Exploring Social Media
Environments**

Alessandro Caliendo¹

COMMUNITY

PUBLIC

CROWD

SELF-PRESENTATION AS TOOL

USER AS DEVICE



Contents lists available at [ScienceDirect](#)

Journal of Business Research



New insights into online consumption communities and netnography

Henri Weijo ^{a,*}, Joel Hietanen ^{b,1}, Pekka Mattila ^{b,2}

^a Aalto University School of Business, Department of Marketing, P.O. BOX 21230, 00076 AALTO, Helsinki, Finland

^b Aalto University School of Business, Department of Marketing, P.O. BOX 21230, 00076 AALTO, Helsinki, Finland

ARTICLE INFO

Article history:

Received 1 March 2014

Received in revised form 1 April 2014

Accepted 30 April 2014

Available online xxxx

Keywords:

Online communities

Netnography

Introspection

Methodology

ABSTRACT

This study provides new insights to online consumption communities by questioning the currently dominant view of communities being structured by subcultural capital and meanings pertinent to a specific field of consumption, such as one brand or consumption interest. This study argues for more sensitivity in recognizing increasing delocalization, which manifests itself in significant overlap between communities and consequently freer movement of participants between them. This study draws from a longitudinal and introspective netnographic research project in what was originally an electronic music community to discuss the consequences of this development. The study finds that delocalization manifests itself through situated individualism and delocalized performances within online consumption communities, and offers implications for future netnographic inquiry.

© 2014 Elsevier Inc. All rights reserved.



Consciousness of kind

Shared rituals and traditions

Moral responsibility

STEALTH UNIT

Sponsors:



[login](#)

[register](#)

Sat 16.10 BASSTARDS presents: DOM & ROLAND (UK)

Sat 30.10 Mean Halloween

Sat 30.10 The Herbaliser Band (UK), Echosystem, Paleface

@ Playground / 22-04 / K-18 / 10€/9€

@ Playground / 22-04 / K-18 / 10€

@ Virgin Oil Co / 22-04 / K-18 / 22€



SAT 30.10.2010

VIRGIN OIL CO.

TICKETS:

22 € TICKET

24 € DOOR

WWW.FUNK.FI

[general discussion](#)

[tweakers corner](#)

[2nd hand exchange](#)

« previous **1** 2 3 4 ... 1392 next »

Enter search terms...

Search

| | subject | created by | replies | last message |
|---|---|------------|---------|-----------------------------------|
| ↑ | KILPAILU: Amphion + stealthunit.net | marvin | 19 | 14.10.2010 13:23:34 by Intranet |
| | 29.10.2010 Superflint DnB @ Klubi / Turku | Rocca | 0 | 14.10.2010 17:27:11 by Rocca |
| | ANTI-NAZI LEAGUE | töölöbass | 265 | 14.10.2010 16:24:09 by kullu |
| | FOLKS-klubi joka keskiviikko Korjaamolla! | Iani | 19 | 14.10.2010 16:23:53 by Iani |
| | Wilhu - What Did He Say? | Polhõ | 4 | 14.10.2010 15:58:38 by Polhõ |
| | prince suomeen :o | kiehtoo | 59 | 14.10.2010 15:39:15 by hannu |
| | DJ's! CHART TIME | nenis | 14 | 14.10.2010 15:33:30 by Samuel |
| | MUFFLER - OCTOBER 2010 3 DECK SUPAHEVY DUBSTEP mix | muffler | 10 | 14.10.2010 14:49:47 by Sargonaut |
| | huume keskustelun nykytila Suomessa | hewe | 441 | 14.10.2010 13:58:32 by schimansky |
| | Yle News 13.10.2010 :) | hannu | 3 | 14.10.2010 12:17:53 by danirankin |
| | Duuni on yök | lennu | 74 | 14.10.2010 11:48:55 by kullu |

Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media

Address http://www.phpbb.com

phpbb
creating communities

Home | About | Home

Features Demos Downloads Support Community Styles Mods

Community

FAQ Search Memberlist Usergroups Register Profile Log in to check your private messages Log in

The time now is Tue Aug 20, 2008 6:08 AM
phpBB.com Forum Index

| Forum | Topics | Posts | Last Post |
|--|--------|--------|--|
| General | | | |
| Announcements Read the list before posting anywhere! Moderator: Moderator, Team | 101 | 136 | Sun Aug 24, 2008 11:57 AM |
| phpBB | | | |
| phpBB Support Get help with installation and running phpBB 2.0 or here. Please do not post bug reports, feature requests or MOD-related questions here. Moderator: Moderator, Team, Moderator, Team, Support Team | 114891 | 930645 | Tue Aug 19, 2008 6:24 AM View the forum index |
| Style / Customization Want a language pack or converter? Have feedback on either of these? Are you a developer of one of these? Here is the place to post. Read the announcements here first! Moderator: Moderator, Team, Moderator, Team | 1071 | 10710 | Tue Aug 19, 2008 5:10 AM Click |
| phpBB Discussion | | | |

Internet



Situated individualism

Delocalized performances

Brand Public

ADAM ARVIDSSON
ALESSANDRO CALIANDRO

The concept of brand community has been used to understand how consumers create value around brands online. Recently consumer researchers have begun to debate the relevance of this concept for understanding brand-related communication on social media. Based on a data set of 8949 tweets about Louis Vuitton gathered on Italian Twitter in 2013, this article addresses these discussions by developing the alternative concept of *brand publics* that differ from brand communities in three important ways. First, brand publics are social formations that are not based on interaction but on a continuous focus of interest and mediation. Second, participation in brand publics is not structured by discussion or deliberation but by individual or collective affect. Third, in brand publics consumers do not develop a collective identity around the focal brand; rather the brand is valuable as a medium that can offer publicity to a multitude of diverse situations of identity. The conclusion suggests that brand publics might be part of a social media-based consumer culture where publicity rather than identity has become a core value.

Keywords: brand, brand community, netnography, social media, digital methods, Twitter, fashion, Louis Vuitton

“....while social media publics may develop shared meanings, these need not result from communicative action among participants but can instead emerge from their pseudo-sharing of private affects.”

Branding in the Age of Social Media

To brand effectively with social media, companies should target crowdcultures. Today, in pursuit of relevance, most brands chase after trends. But this is a commodity approach to branding: Hundreds of companies are doing exactly the same thing with the same generic list of trends. It's no wonder consumers don't pay attention. By targeting novel ideologies flowing out of crowdcultures, brands can assert a point of view that stands out in the overstuffed media environment.

BRANDING

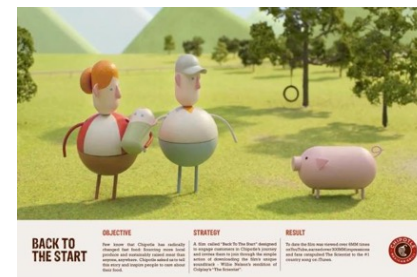
Branding in the Age of Social Media

by Douglas Holt

FROM THE MARCH 2016 ISSUE

 SUMMARY  SAVE  SHARE  COMMENT  TEXT SIZE  PRINT **\$8.95** BUY COPIES

The big platforms—the Facebooks and YouTubes and Instagrams—seem to call the shots, while the vast majority of brands are cultural mutes, despite investing billions. **Companies need to shift their focus away from the platforms themselves and toward the real locus of digital power—crowdcultures...** Old Spice succeeded not with a Facebook strategy but with a strategy that leveraged the ironic hipster aesthetic. Chipotle succeeded not with a YouTube strategy but with products and communications that spoke to the preindustrial food movement. **Companies can once again win the battle for cultural relevance with cultural branding, which will allow them to tap into the power of the crowd.**



Crowdculture?

“Today you’ll find a flourishing crowdculture around almost any topic: espresso, the demise of the American Dream, Victorian novels, arts-and-crafts furniture, libertarianism, new urbanism, 3-D printing, anime, bird-watching, homeschooling, barbecue. **Back in the day, these subculturalists had to gather physically and had very limited ways to communicate collectively: magazines and, later, primitive Usenet groups and meet-ups. Social media has expanded and democratized these subcultures...** Together members are pushing forward new ideas, products, practices, and aesthetics—bypassing mass-culture gatekeepers. With the rise of crowdculture, cultural innovators and their early adopter markets have become one and the same.”

BRANDING

Branding in the Age of Social Media

by Douglas Holt

FROM THE MARCH 2016 ISSUE

 SUMMARY  SAVE  SHARE  COMMENT  TEXT SIZE  PRINT **\$8.95** BUY COPIES

REALITY



UNEMPLOYED

VS.

LinkedIn



Blockchain Enthusiast |
Cryptocurrency Evangelist |
Influencer | Inspirer | Chief
Visionary | Serial
Entrepreneur (i.e. every
business I started has failed)
| Founder (Omission) |
Philanthropist (Another
Omission) | Empowering
(Something) | Life Coach |
Father | Trendsetter | Top
1% of LinkedIn Profiles
(According to Myself) |
Speaker | TEDx (2 x
Attendee) | ICO Advisor |

Subcultures of consumption can suddenly elevate members they deem as authentic, interesting, or otherwise deserving

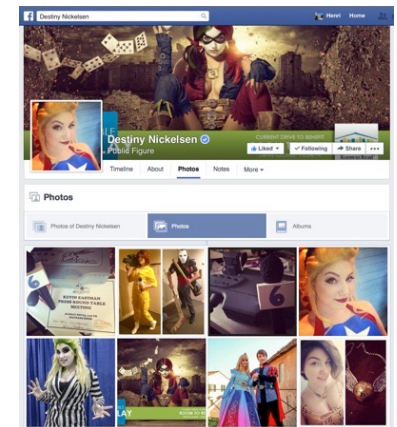
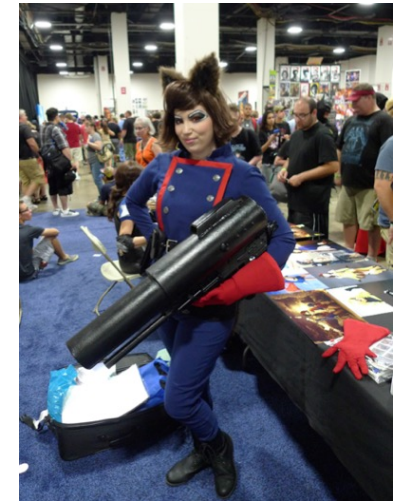
Ethos of “moral labor” for community

Q: So you mentioned that you have a Facebook page, how many followers do you have?

RR: Right now I have 322.000.

Q: Wow. That's insane. Do you remember how that number grew?

RR: Well, it kind of varied. Like when it's con season it gets really busy and you get a lot of traffic. **And one thing that really kind of vaulted my fame and my page was when I did my Harley Quinn, I did it right when the game came out. Like I wore it at the [game's] premiere, I was invited for it. And I was kind of like one of the first people that did it, and this one image of mine kind of went viral. So now people come to me at conventions like 'Oh my god! You're that Harley Quinn! I've seen that!' And I'm like 'Oh, okay' [laughs].**



“It started off as a hobby that people do on the weekends to something that's actually become marketable and people are now, cosplayers are now... Like, four years ago, you would not see a cosplayer as a guest at a convention... Now some people make it competitive, and I try to keep myself apart from that because I just don't know, I just try to keep this more fun, still a hobby for me. Something I can make money on the side of, because I make my own costumes and I make costumes for other people. So this [referring to her convention booth] turns to be an advertisement also for my work. So like a portfolio that people can see like 'hey, this is what I've done and if you would like to be a character I can help you transform into that'. So that's what... it started off as a hobby, it grew into, well, I don't want to sound too proud about myself but I'm pretty good at it. So like, people noticed me early on and that gave me notoriety and so forth. I'm trying to build it into a commissioning business now... Um, a lot of people are able to make a significant amount of money off of it, so like a part time job, but I don't think it's a career for many people yet.” (Carol, interview)





BelleChere

Costume and Comics Enthusiast

[Profile](#)

[Gallery](#)

[Prints](#)

[Favourites](#)

[Journal](#)

[Watch](#)

[Send a Note](#)

[Give](#)

Other / Hobbyist

BelleChere

Female/United States

Deviant for 9 Years

Needs Core Membership

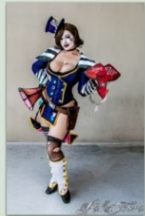
21 Deviations

39 Comments

229,861 Pageviews

Join Now
Advertise Here

Newest Deviations



[Browse Gallery](#)

Activity

[deviantID](#)



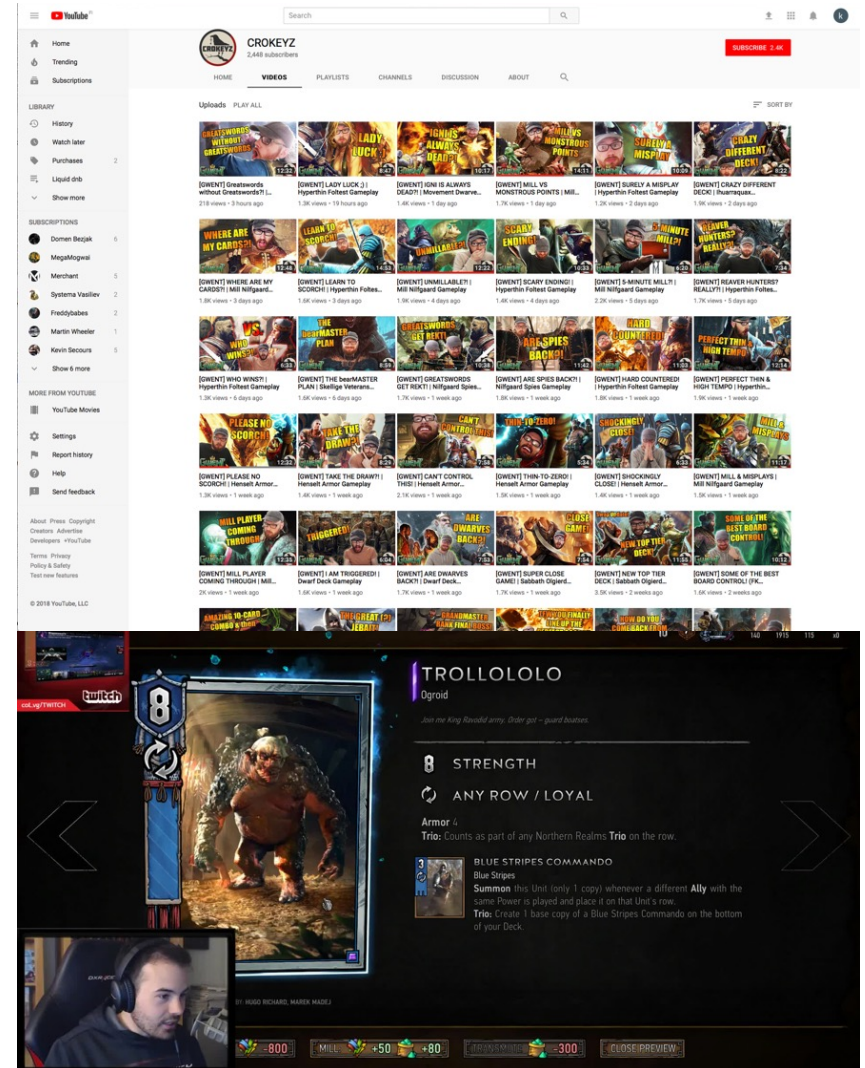
BelleChere

BelleChere
Artist | Hobbyist | Other
United States

I am one of those cosplayers who make their own stuff and won't accept commissions, although I've had dozens of strangers at conventions ask me to. First of all, I have a normal 40-hour-per-week job - actually, career in science - that has nothing remotely to do with costuming or cosplay. I costume and cosplay because it is my favorite hobby, and I hesitate to turn my hobbies into second jobs. I work on things when I'm in the mood to, and I know that if I'm not excited about working on a new, unique project, I'll be bored and even the prospect of being paid won't tempt me to get anything done on it. That being said, I do do custom costume pieces for 3-4 select "clients" who are good friends... But commissioning for the general public? Eeeek, no thanks. (Serena, Cosplay.com)

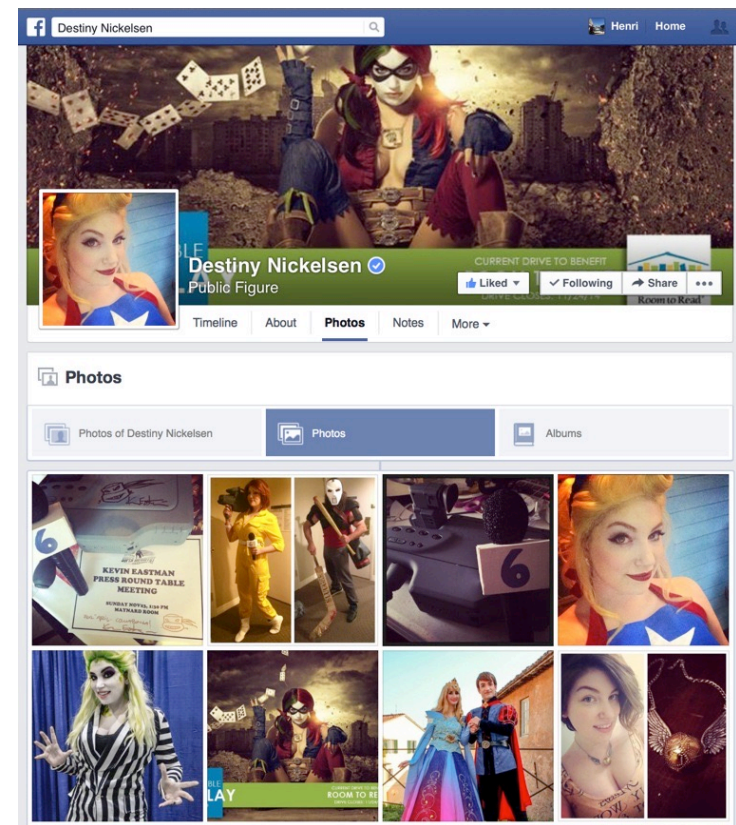
Consequences of celebrification:

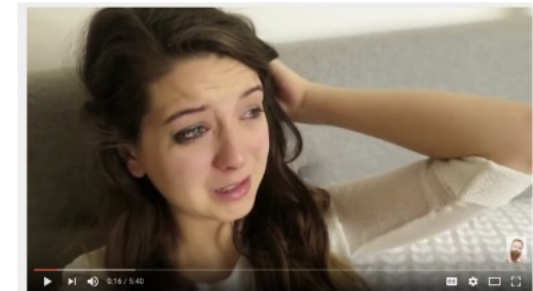
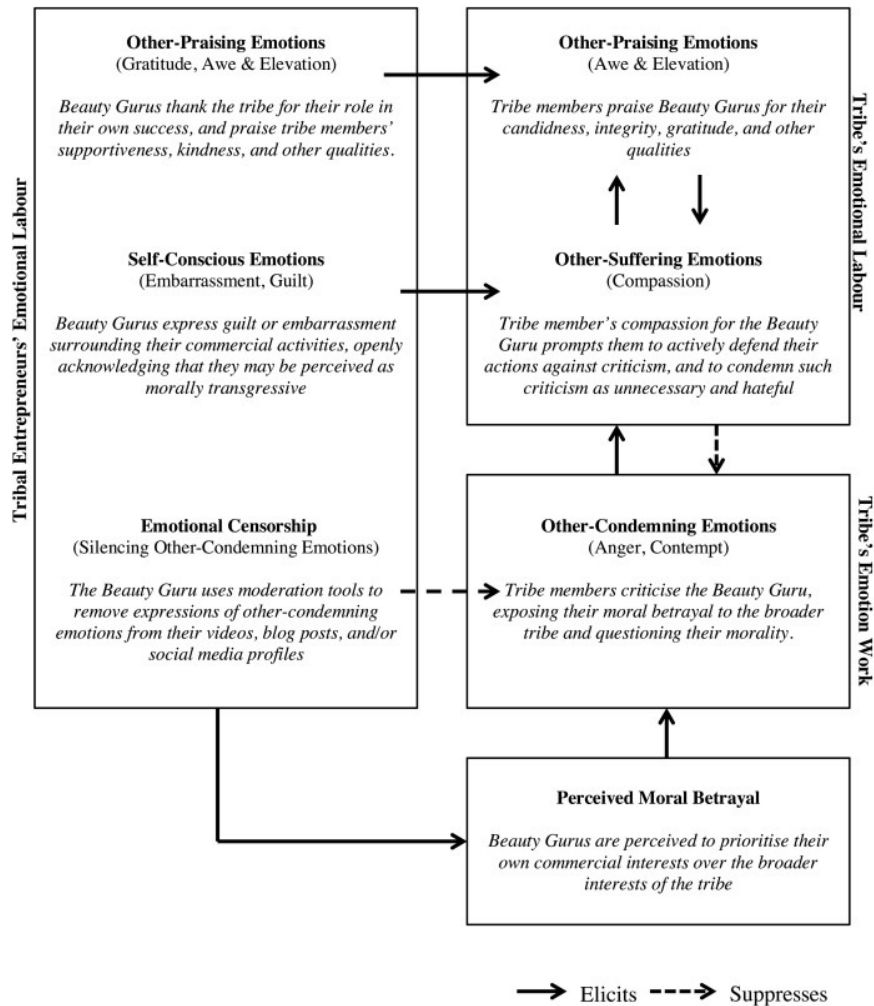
1. Renegotiation of “leisure” and “work” boundaries; consumer or marketer?
2. Identity mummification a consequence of self-presentation strategy
3. Conflicting moral and monetary economies



- Use of masks, hiding behind artist personas, selective disclosure of cosplaying self (Belk, 2013)
- Stories of harassment and obsessive fandom

I've taken extra precaution by keeping my cosplay life separate from my real life. For example, I go by the alias of [omitted], I've made a separate Facebook account for cosplay, etc... When being interviewed and your possible future employer asks for your hobbies, just say that you sew things. If he/she asks what you have sewn, just be generic like, "a suit, a dress, a flag, etc..." rather than get into specifics. (Netnographic fieldnote, 05-30-2012)





FAMILY DO NOT WATCH THIS | VLOGMAS DAY 3

LEADING THE PROTEIN REVOLUTION

**ARE YOU
BEACH
BODY
READY?**

A woman with long blonde hair, wearing a yellow bikini, stands against a bright yellow background. The text 'ARE YOU BEACH BODY READY?' is written in large, bold, black, distressed-style capital letters to her right. In the top left corner, there is a small white logo with the text 'LEADING THE PROTEIN REVOLUTION'.

BYE

*Protein
World*
PURE PERFORMANCE

ARE YOU BEACH BODY READY?



THE
WEIGHT LOSS
COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

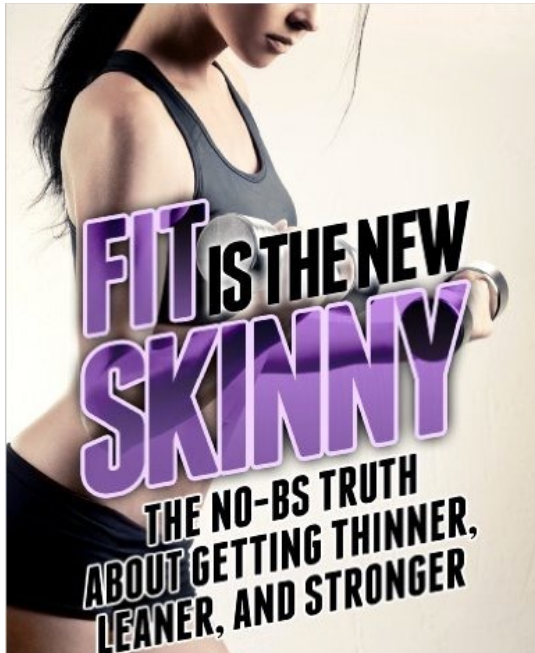


EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

ALL BODIES ARE BEAUTIFUL

Women's Ideal Size 8 **Men's Ideal Size 2** **National Average 16**





OPINION

You Don't Treat A Health Problem With Acceptance



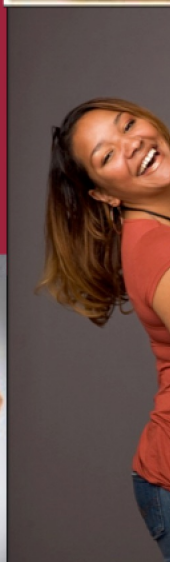
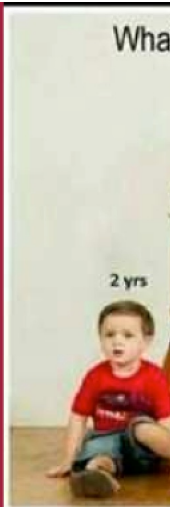
SCOTT GREER
Associate Editor

4:23 PM 07/10/2015



ALL BODIES ARE BEAUTIFUL

Women's Ideal Size 8 Men's Ideal Size 12 National Average Size 16



Treat A Health Problem With e

ER
tor

4:23 PM 07/10/2015



ENDING THE
PROTEIN
REVOLUTION



@proteinworld

ARE YOU BEACH BODY READY?

*Stop
encouraging
women to starve
themselves*



THE WEIGHT LOSS COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

Comes in
five delicious
flavors.
No artificial
sweeteners or
flavorings.

Contains
Green Tea
Extract and
Cayenne
Powder.



Look like a top model
with a healthy lifestyle.
Protein World's
meal replacement
powder is the perfect
solution.

Protein
World

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

PROTEIN
REVOLUTION



@proteinworld

**EVERYONE IS
BEACH BODY
READY!**









Flora_TortoiseShell

@FloraEdward



Follow

F you @ProteinWorld.

I was born #BeachBodyReady.

I have a body, and I will take it to the beach

#everydaysexism 🙄





Harriet Johnson
@HarrietEJohnson

23 Apr

Hey @ProteinWorld, am I (a normal woman) allowed on the beach? You know, if my body's for me, not to please others?
pic.twitter.com/k0JMZWvIIP



Protein World
@ProteinWorld

Follow

@HarrietEJohnson @FemLonCon Grow up Harriet
pic.twitter.com/LRHqOptk4
5:39 PM - 23 Apr 2015





Juliette Burton @JulietteBurton · 17h

I spent life believing I'm not good enough: I signed #perfectlyimperfect @ProteinWorld #eachbodysready change.org/p/proteinworld... via @UKChange

← ↻ 8 ★ 8 ⋮



Protein World
@ProteinWorld



+ Follow

@JulietteBurton @UKChange why make your insecurities our problem 😊

← ↻ ★ ⋮

RETWEETS
8

FAVORITES
9



10:41 PM - 23 Apr 2015



Darren Burn @dazburn · 43m

Whoever is doing @proteinworld PR / Twitter ought to be ashamed. Not cos of the ad, but cos of the sheer arrogance in replies to people.

← ↻ 1 ★ 4 ⋮



Protein World
@ProteinWorld



Following

@dazburn 💪 - here is a shoulder for you
to cry on 😘❤️

← ↻ ★ ⋮

RETWEETS
2

FAVORITES
21



8:47 AM - 27 Apr 2015



miss petra muller

@schmooberry



Follow

stay [#strong](#) [@ProteinWorld](#), you guys are doing nothing wrong. self improvement should not be demonized [#proteinworld](#) [#london](#) [#advertising](#)

 Islington, London





Avital Nekhis

@avinek



Follow

@ProteinWorld your ads are inspiring, I've made one of them my phone background to keep me motivated to push myself even when I'm exhausted



RETWEETS

9

FAVORITES

17



4:31 AM - 27 Apr 2015



The Juude
@juukuchi



Follow

Okay, I DEFINITELY must apologize @ProteinWorld. Wasn't considerate of others. This one goes out to all the ladies.

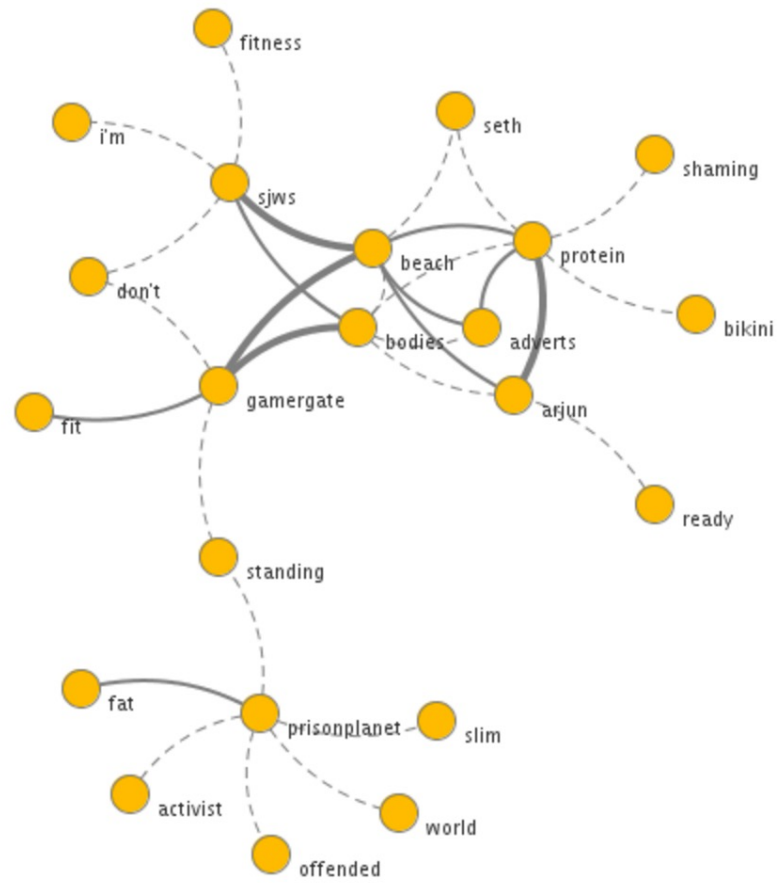


RETWEETS
19

FAVORITES
52



BuzzGraph: @ProteinWorld OR #proteinworld



@proteinworld tweets 18/02 – 15/04/2015

27,576

Mentions

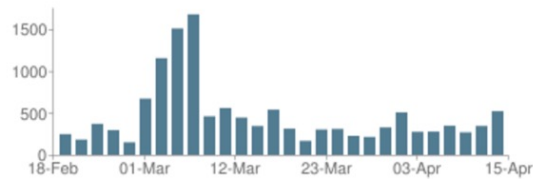
484

Tweets / day

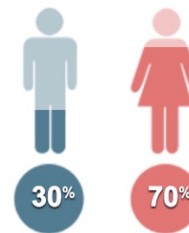
20

Tweets / hour

Tweet Mentions



By Gender



Top Countries



@proteinworld tweets 20/04 – 05/05/2015

78,146

Mentions

5,210

Tweets / day

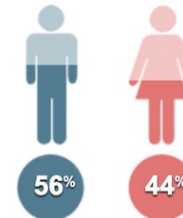
217

Tweets / hour

Tweet Mentions



By Gender



Top Countries



84,125

Mentions

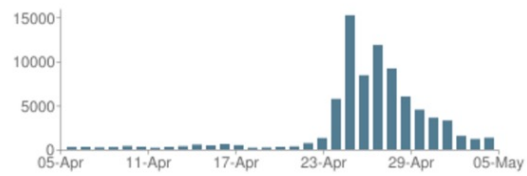
2,714

Tweets / day

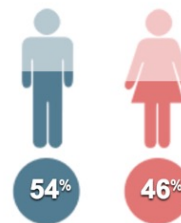
113

Tweets / hour

Tweet Mentions



By Gender



Top Countries



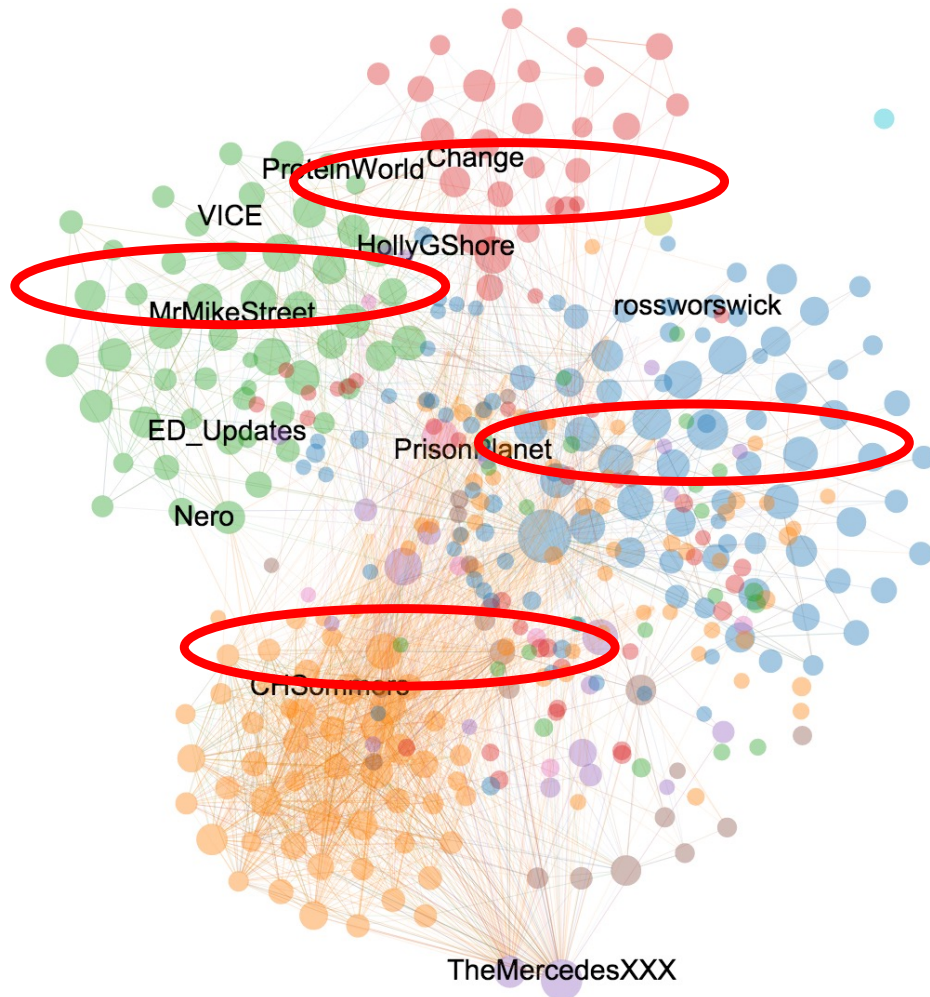
#hashtag co-occurrence with @proteinworld, total = 78.312 tweets

Anti ProteinWorld

| <i>Hashtag</i> | <i>Mentions</i> | <i>Percentage %</i> |
|------------------------|-----------------|---------------------|
| #eachbodysready | 1252 | 1.6 |
| #everybodysready | 1081 | 1.38 |
| #bodyshaming | 288 | 0.37 |
| #doublestandards | 288 | 0.37 |
| #slenderblend | 234 | 0.3 |
| #campaignforrealbeauty | 216 | 0.28 |
| #beerbodyready | 207 | 0.26 |
| #everybodyready | 198 | 0.25 |
| #spjethicsweek | 198 | 0.25 |
| #stopshaming | 180 | 0.23 |
| #notbuyingit | 162 | 0.21 |
| #doesthelpanyone | 144 | 0.18 |
| #mentalhealth | 144 | 0.18 |
| #blockedbyproteinworld | 135 | 0.17 |
| #bodypositive | 117 | 0.15 |
| #fatshaming | 90 | 0.12 |
| #everydaysexism | 90 | 0.12 |
| 5024 | 6% | |

Pro ProteinWorld

| <i>Hashtag</i> | <i>Mentions</i> | <i>Percentage %</i> |
|---------------------|-----------------|---------------------|
| #gamergate | 2685 | 3.44 |
| #growupharriet | 973 | 1.25 |
| #winning | 820 | 1.05 |
| #fitshaming | 405 | 0.52 |
| #beachbody | 396 | 0.51 |
| #getagrip | 387 | 0.5 |
| #teamproteinworld | 342 | 0.44 |
| #sjw | 189 | 0.24 |
| #fuckyou | 189 | 0.24 |
| #howtospotafeminist | 180 | 0.23 |
| #fitfam | 144 | 0.18 |
| #beachbodyalready | 144 | 0.18 |
| #family | 81 | 0.1 |
| #summerbody | 81 | 0.1 |
| #getyourfactsright | 81 | 0.1 |
| #feministsareugly | 81 | 0.1 |
| #sjwlogic | 72 | 0.09 |
| 7178 | 9% | |



**YES.
WE ARE**



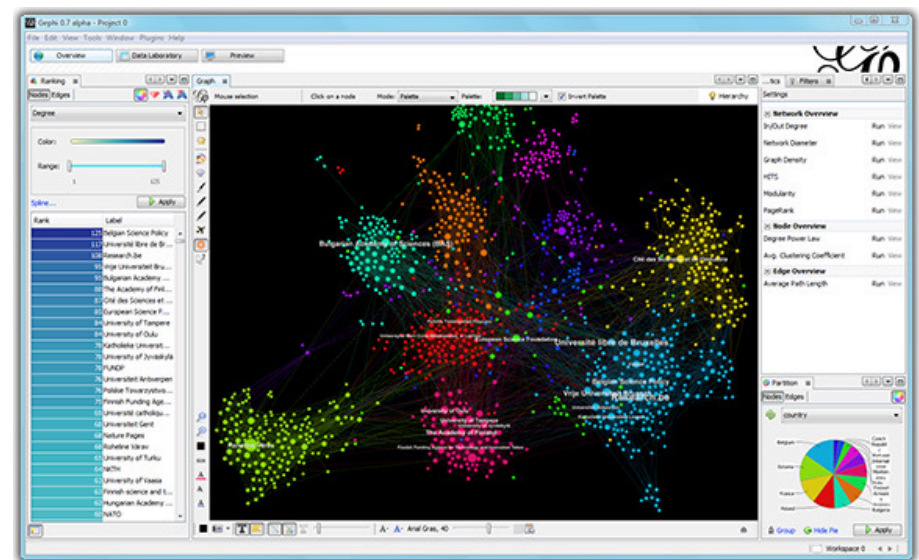
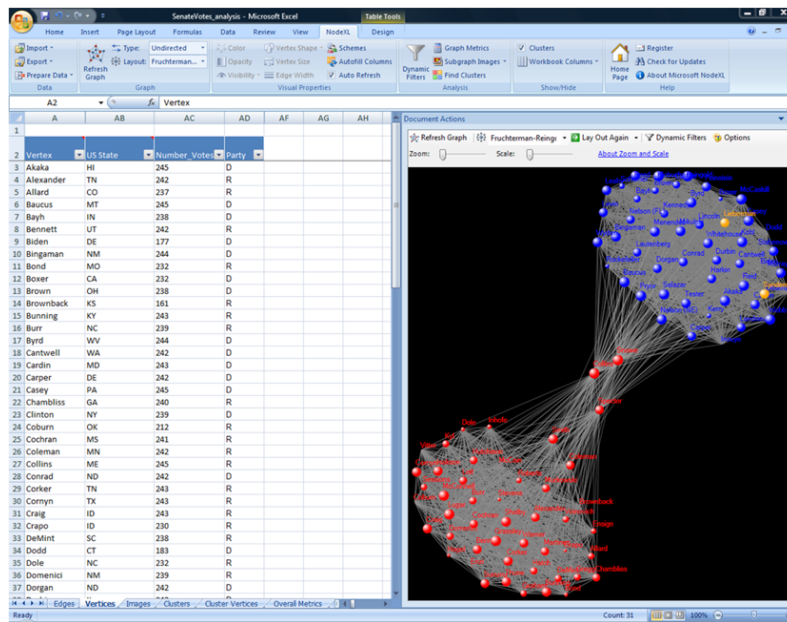
**BEACH BODY
READY.**

campaignforrealbeauty.com  | *Dove*

***SOME TIPS ON
HOW TO
COLLECT DATA***

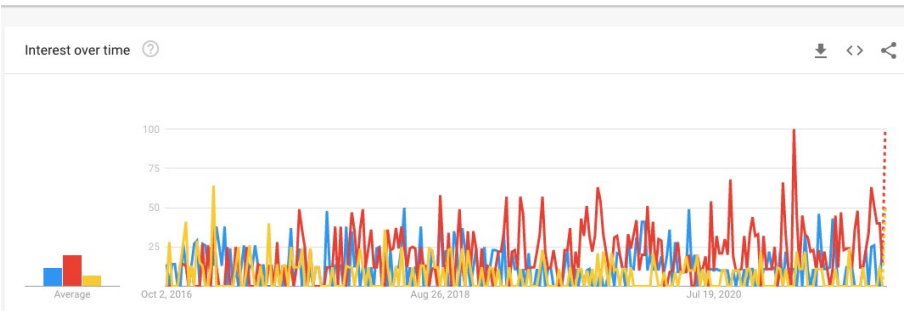
NETWORK MAPPING

- **NodeXL** - interactive network visualisation and analysis tool
- **Gephi** - visualization and exploration software



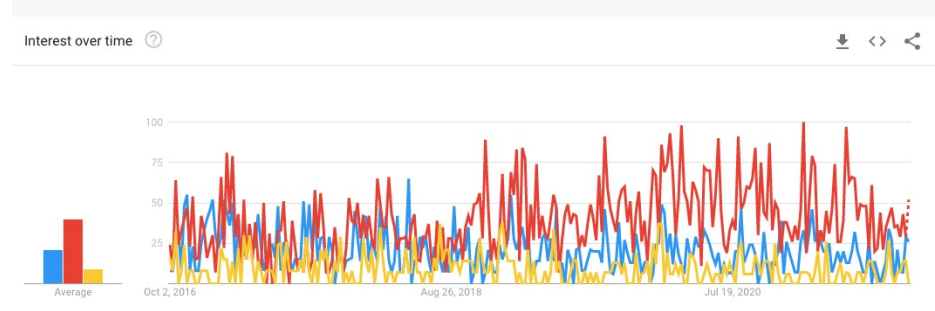
● mantelimaito Search term
 ● kaurajuoma Search term
 ● soijamaito Search term
 + Add comparison

Finland Past 5 years All categories Web Search



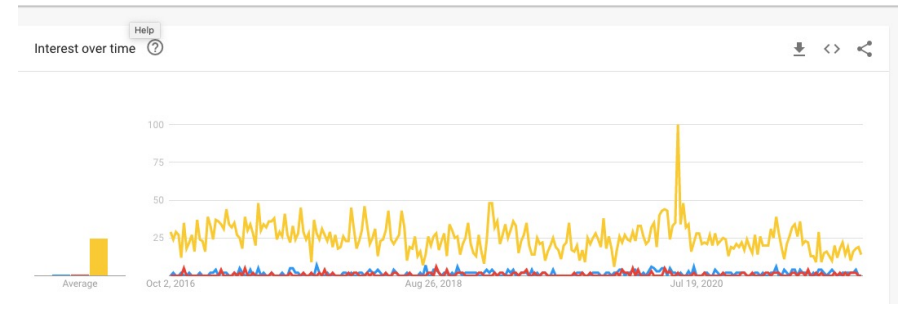
● mandelmjök Search term
 ● havremjök Search term
 ● sojamjök Search term
 + Add comparison

Sweden Past 5 years All categories Web Search



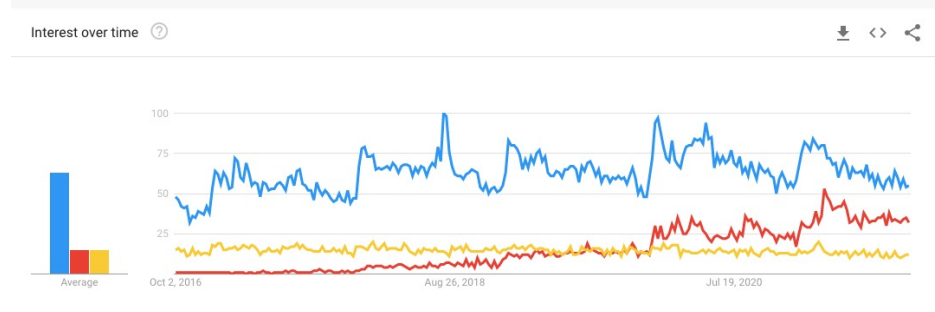
● lait d'amande Search term
 ● lait d'avoine Search term
 ● lait de soja Search term
 + Add comparison

France Past 5 years All categories Web Search



● almond milk Search term
 ● oat milk Search term
 ● soy milk Search term
 + Add comparison

United States Past 5 years All categories Web Search





Cosmopolitans of regionalism: dealers of omnivorous taste under Italian food truck economic imaginary

Alessandro Gerosa

Department of Social and Political Sciences, University of Milano, Milan, Italy

ABSTRACT

Cultural omnivorousness has gained relevance as a suitable theory to explain contemporary patterns of consumption, but the actual dealing of omnivorous taste by economic actors and businesses has been mostly overlooked. Through ethnographic research, this article explores how Italian gourmet food truck operators concretely produce claims of authenticity for omnivorous seekers. First, the adoption of the perspective of food truck operators highlights the reflexive and market-bounded nature of the omnivorous taste reproduction. Moreover, "being authentic" becomes an imperative for tastemakers, imposed by the economic imaginary. Finally, the centrality of regionalism in the Italian production of authenticity suggests that localism, too, has been subsumed by global food imaginaries and that regionalism expresses a cosmopolitan attitude. Taken together, these findings allow the integration of existing theory of food cultural omnivorousness: "gourmet" food must be authentic to be recognised by omnivores and distinctive to be successful on markets.

ARTICLE HISTORY

Received 15 November 2018
Accepted 3 February 2020

KEYWORDS

Authenticity; cultural omnivorousness; economic imaginary; food; taste; taste dealers

Table 2. Search interest percentages of street food and food truck topics by country.

| Country | Street food | Food truck |
|----------------------|-------------|------------|
| Brazil | 4% | 96% |
| Chile | 6% | 94% |
| United States | 7% | 93% |
| Argentina | 8% | 92% |
| Belgium | 11% | 89% |
| Mexico | 11% | 89% |
| Colombia | 14% | 86% |
| Canada | 15% | 85% |
| France | 16% | 84% |
| Poland | 23% | 77% |
| Netherlands | 24% | 76% |
| Spain | 24% | 76% |
| New Zealand | 25% | 75% |
| Saudi Arabia | 27% | 73% |
| Japan | 29% | 71% |
| South Korea | 32% | 68% |
| Australia | 33% | 67% |
| South Africa | 33% | 67% |
| Sweden | 39% | 61% |
| United Arab Emirates | 45% | 55% |
| Malaysia | 46% | 54% |
| Indonesia | 58% | 42% |
| Germany | 60% | 40% |
| Switzerland | 67% | 33% |
| Thailand | 67% | 33% |
| India | 71% | 29% |
| Hungary | 75% | 25% |
| Austria | 77% | 23% |
| Philippines | 78% | 22% |
| United Kingdom | 80% | 20% |
| Singapore | 83% | 17% |
| Italy | 88% | 12% |

Source: Author from Google Trends data.

BROADEN YOUR HORIZON

- Many accessible & free tools
 - To download user comments on social media
 - To get video transcripts
 - To capture trends





why I quit social media



Ana Sayfa



Keşfet



Abonelikler



Kitaplık



WHY I FINALLY DELETED SOCIAL MEDIA AS A GEN Z....

719 B görüntüleme · 6 ay önce



Lucy Allan

March 26th, 2021: The day I deleted social media for good. However, it's been a long process and as a Gen Z who grew up on the ...

4K Altyazılar



My Conscious Life | why I quit social media

3,3 B görüntüleme · 2 ay önce



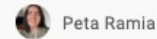
Lehliah Zion

I quit social media and I don't regret it. I hired a virtual assistant to manage my podcast IG page but as for me... no social media!


















how to ACTUALLY quit social media in 2021

35 B görüntüleme · 8 ay önce



Peta Ramia

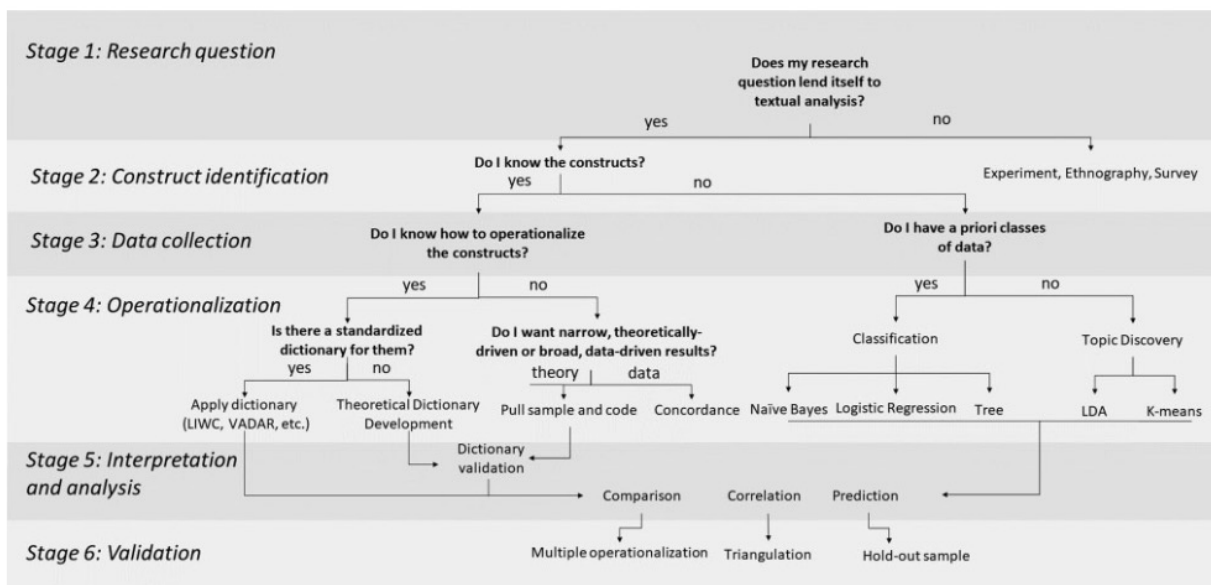
how to ACTUALLY quit social media in 2021....yes, it's finally here: my tips and advice for quitting social media forever! I've talked ...

| FREE QUALITATIVE DATA ANALYSIS SOFTWARE | | | PAT INDEX™ | SORT | | |
|---|--|--|------------|------|--|--|
|  Coding Analysis Toolkit 8.4 7.8 95 Compare |  General Architecture for Text Engineering – GATE 9.5 6.5 92 Compare |  FreeQDA 8.3 7.3 84 Compare | | | | |
|  QDA Miner Lite 7.7 7.6 82 Compare |  TAMS 8.1 7.2 67 Compare |  Qiqqa 7.8 6.2 59 Compare | | | | |
|  RQDA 7.5 8.9 52 Compare |  ConnectedText 7.6 7.8 51 Compare |  LibreQDA 7.5 8.8 51 Compare | | | | |
|  QCAmap 7.5 7.6 48 Compare |  Visão 7.5 8.2 47 Compare |  Aquad 7.5 7.2 47 Compare | | | | |
|  Weft QDA 7.5 8.6 47 Compare |  Cassandre 7.5 7.6 46 Compare |  CATMA 7.5 6.8 46 Compare | | | | |
|  Compendium 7.5 6.8 45 Compare |  ELAN 7.5 7.0 45 Compare |  Tosmana 7.5 6.5 45 Compare | | | | |
|  fs/QCA 7.5 8.7 45 Compare | | | | | | |

<https://www.predictiveanalyticstoday.com/top-free-qualitative-data-analysis-software/>

DATA MINING & WEB SCRAPING

STAGES OF AUTOMATED TEXT ANALYSIS



Uniting the Tribes: Using Text for Marketing Insight

Jonah Berger, Ashlee Humphreys, Stephan Ludwig, Wendy W. Moe, Oded Netzer, and David A. Schweidel

Abstract
Words are part of almost every marketplace interaction. Online reviews, customer service calls, press releases, marketing communications, and other interactions create a wealth of textual data. But how can marketers best use such data? This article provides an overview of automated textual analysis and details how it can be used to generate marketing insights. The authors discuss how text reflects qualities of the text producer (and the context in which the text was produced) and impacts the audience or text recipient. Next, they discuss how text can be a powerful tool both for prediction and for understanding (i.e., insight). Then, the authors overview methodologies and metrics used in text analysis, providing a set of guidelines and procedures. Finally, they further highlight some common metrics and challenges and discuss how researchers can address issues of internal and external validity. They conclude with a discussion of potential areas for future work. Along the way, the authors note how textual analysis can unite the tribes of marketing. While most marketing problems are interdisciplinary, the field is often fragmented. By involving skills and ideas from each of the subareas of marketing, text analysis has the potential to help unite the field with a common set of tools and approaches.

Keywords
computational linguistics, machine learning, marketing insight, interdisciplinary, natural language processing, text analysis, text mining
Online supplement: <https://doi.org/10.1177/002224291987106>

Automated Text Analysis for Consumer Research

ASHLEE HUMPHREYS
REBECCA JEN-HUI WANG

The amount of digital text available for analysis by consumer researchers has risen dramatically. Consumer discussions on the internet, product reviews, and digital archives of news articles and press releases are just a few potential sources for insights about consumer attitudes, interaction, and culture. Drawing from linguistic theory and methods, this article presents an overview of automated text analysis, providing integration of linguistic theory with constructs commonly used in consumer research guidance for choosing amongst methods, and advice for resolving sampling and statistical issues unique to text analysis. We argue that although automated text analysis cannot be used to study all phenomena, it is a useful tool for examining patterns in text that neither researchers nor consumers can detect unaided. Text analysis can be used to examine psychological and sociological constructs in consumer-produced digital text by enabling discovery or by providing ecological validity.

Keywords: automated text analysis, computer-assisted text analysis, automated content analysis, computational linguistics

Over the last two decades, researchers have seen an explosion of text data generated by consumers in the form of text messages, reviews, tweets, emails, posts, and blogs. Some part of this rise is attributed to an increase in sites like Amazon.com, CNET.com, and thousands of other product websites that offer forums for consumer comment. Another part of this growth comes from consumer-generated content, including discussions of products, hobbies, or brands on feeds, message boards, and social networking sites. Researchers, consumers, and marketers swim in a sea of language, and more and more of that language is recorded in the form of text. Yet within all of this information lies knowledge about consumer decision making, psychology, and culture that may be useful to scholars in consumer research. Blogs can be used to study opinion leadership; message boards can tell us about the development of consumer communities; feeds like Twitter can help us unpack social media, firestorms, and social

Ashlee Humphreys (ahumphreys@northwestern.edu) is an associate professor of integrated marketing communications at the Medill School of Journalism, Media, and Integrated Marketing Communications, Northwestern University, 610 S. 10th St., 60610-5088, Evanston, IL 60208. Rebecca Jen-Hui Wang (rwang@linguist.edu) is an assistant professor at Lehigh University, 610 Taylor Street, Bethlehem, PA 18015. Correspondence concerning this article should be addressed to Ashlee Humphreys. The authors would like to thank David Dobson, Adinar Gill, Jonathan Bertram, Grant Parkard, Ann Kassar, Joseph T. Yan, Jonah Berger, and Kent Graven for their feedback and encouragement on the

Table 2. The Text Analysis Workflow.

| Data Preprocessing | Common Tools | Measurement | Validity |
|--|---|---|---|
| <ul style="list-style-type: none"> • Data acquisition: Obtain or download (often in an HTML format) text. • Tokenization: Break text into units (often words and sentences) using delimiters (e.g., periods). • Cleaning: Remove nonmeaningful text (e.g., HTML tags) and nontextual information. • Removing stop words: Eliminate common words such as “a” or “the” that appear in most documents. • Spelling: Correct spelling mistakes using common spellers. • Stemming and lemmatization: Reduce words into their common stem or lemma. | <ul style="list-style-type: none"> • Entity extraction: Tools used to extract the meaning of one word at a time or simple cooccurrence of words. These tools include dictionaries; part-of-speech classifiers; many sentiment analysis tools; and, for complex entities, machine learning tools. • Topic modeling: Topic modeling can identify the general topics (described as a combination of words) that are discussed in a body of text. Common tools include LDA and PF. • Relation extraction: Going beyond entity extraction, the researcher may be interested in identifying textual relationships among extracted entities. Relation extraction often requires the use of supervised machine learning approaches. | <ul style="list-style-type: none"> • Count measures: The set of measures used to represent the text as count measures. The tf-idf measure allows the researcher to control for the popularity of the word and the length of the document. • Similarity measures: Cosine similarity and the Jaccard index are often used to measure the similarity of the text between documents. • Accuracy measures: Often used relative to human-coded or externally validated documents. The measures of recall, precision, F1, and the area under the curve of the receiver operating characteristic curve are often used. • Readability measures: Measures such as the simple measure of gobbledygook (SMOG) are used to assess the readability level of the text. | <ul style="list-style-type: none"> • Internal Validity <ul style="list-style-type: none"> – Construct: Dictionary validation and sampling-and-saturation procedures ensure that constructs are correctly operationalized in text. – Concurrent: Compare operationalizations with prior literature. – Convergent: Multiple operationalizations of key constructs. – Causal: Control for factors related to alternative hypotheses. • External Validity <ul style="list-style-type: none"> – Predictive: Use conclusions to predict key outcome variable (e.g., sales, stock price). – Generalizability: Replicate effects in other domains. – Robustness: Test conclusions on holdout samples (k-fold); compare different categories within the data set. |

Note: PF = Poisson factoring.

Table 3. Data Preprocessing Steps.

| Data Processing Step | Issues to Consider | Illustration |
|----------------------------|--|--|
| Data acquisition | <ul style="list-style-type: none">• Is the data readily available in textual format or does the research needs to use a web scraper to find the data?• What are the legal guidelines for using the data (particularly relevant for web-scraped data)? | Tweets mentioning different brands from the same category during a particular time frame are downloaded from Twitter. |
| Tokenization | <ul style="list-style-type: none">• What is the unit of analysis (word, sentence, thread, paragraph)?• Use smart tokenization for delimiters and adjust to specific unique delimiters found in the corpora. | The unit of analysis is the individual tweet. The words in the tweet are the tokens of the document. |
| Cleaning | <ul style="list-style-type: none">• Web-scraped data often requires cleaning of HTML tags and other symbols.• Depending on the research objective, certain textual features (e.g., advertising on the page) may or may not be cleaned.• Expansion of contractions such as “isn’t” to “is not.” | URLs are removed and emojis/emoticons are converted to words. |
| Removing stop word | <ul style="list-style-type: none">• Use a stop word list available by the text-mining software, but adapt it to a specific application by adding/removing relevant stop words.• If the goal of the analysis is to extract writing style, it is advisable to keep all/some of the stop words. | Common words are removed. The remaining text contains brand names, nouns, verbs, adjectives, and adverbs. |
| Spelling | <ul style="list-style-type: none">• Can use commonly used spellers in text-mining packages (e.g., the Enchant speller).• Language that is specific to the domain may be erroneously coded as a spelling mistake.• May wish to record the number of spelling mistakes as an additional textual measure. | Spelling mistakes are removed, enabling analysis into consumer perceptions (manifest through word choice) of different brands. |
| Stemming and lemmatization | <ul style="list-style-type: none">• Can use commonly used stemmers in text-mining packages (e.g., Porter stemmer).• If the goal of the analysis is to extract writing style, stemming can mask the tense used. | Verbs and nouns are “standardized” by reducing to their stem or lemma. |

You have 2 free member-only stories left this month. [Sign up for Medium and get an extra one](#)

Scraping Reddit using python

How to scrape data from Reddit using the Python Reddit API Wrapper (PRAW) in a structured way

 parth bhardwaj [Follow](#) [+](#)

Jun 22, 2020 · 4 min read



 **scraping script** web app A script to scrape any subreddit

secret **client secret** **developers** [remove](#)

name **add developer:**

description

about url

redirect uri



Contents lists available at ScienceDirect

IJRM

International Journal of Research in Marketing

journal homepage: www.elsevier.com/locate/ijresmar



Full Length Article

Capturing digital experience: The method of screencast videography



Fatema Kawaf

Greenwich Business School, University of Greenwich, Maritime Greenwich Campus, Old Royal Naval College, London SE10 9LS, United Kingdom of Great Britain and Northern Ireland

ARTICLE INFO

Article history:

First received on November 25, 2017 and was under review for 5 months
Available online 2 February 2019

Area Editor: Eric Arnould

Keywords:

Videography
Screencast
Digital experience
Visual research

ABSTRACT

This paper presents a novel research methodology, *screencast videography* (SCV), as an approach to studying interactions and experiences in the digital space. Screencasting is a method of digitally recorded computer/mobile screen output, with or without audio narration. Focusing on the dynamic, highly visual digital environment in which many modern experiences such as e-shopping take place, SCV can be used for videographic studies of digital experiences that are rarely captured by means of traditional videography owing to the private settings of such experiences. SCV is able to capture dynamic experiences in the digital space, opening up opportunities for a wealth of screencast-based research to enhance our understanding of digitally occurring interactions, experiences and phenomena. This paper discusses the ontological and epistemological assumptions of SCV and how it is situated in relation to other relevant methodological approaches (videography and netnography). It then outlines, step-by-step, the methodological protocol for SCV and its possible applications. An illustrative example of using this method to study digital experience in the context of online fashion shopping is presented and discussed. This is the first presentation of such a method, offering a promising approach to studying similar experiences in the digital world.

Crown Copyright © 2019 Published by Elsevier B.V. All rights reserved.



Avoindata.fi

All Finnish open data from one place.

1939

Datasets

Show all →

758

Publishers

Show all →

73

Showcases

Show all →

Datasets

Type what are you searching for



Use advanced search

Open data categories



344

Regions & Cities



30

Energy



117

Government & Public Sector



9

International Issues



65

Education & Sport



114

Arts, Culture & Leisure

THESIS TIP #16:

Mastering new digital methods has a steep learning curve; however, free software, tutorials, and resources are available!

