



METADATA

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Abstract

This textbook is an introduction to Digital Ethnography, a new and emerging academic field. The aim of the book is to explore the cultural and social aspects of digital media and, more generally, the new theoretical and methodological approaches that have developed to analyze the cultural, political and economic transformations accompanying the mainstream adoption of digital technologies. The textbook extends classic anthropological work on subjectivity, identity, relationality, exchange, social parameters of inequality and exclusion, the experience of time and space, human creativity and expression, etc. toward the understanding of the digital situation. At the same time, these approaches are supplemented and complicated by theories from New Media Studies. the

textbook does not propose the creation of a new field of ethnographic research (i.e. "anthropology of the internet"), but instead seeks to provoke a rethinking of ethnographic method suitable for the post-human era of the database.

Topics that are examined in the textbook include: technophobia/techophilia, technodeterminism, online communities and the networked public sphere, digital humanities, social media, the database as a cultural artifact, virtual worlds, sharing culture and economies of the internet, online role-playing games, new conceptions of intellectual property (the commons), locative media, knowledge economies, collective intelligence, network politics, online youth culture, new forms of cultural production, digital storytelling.

