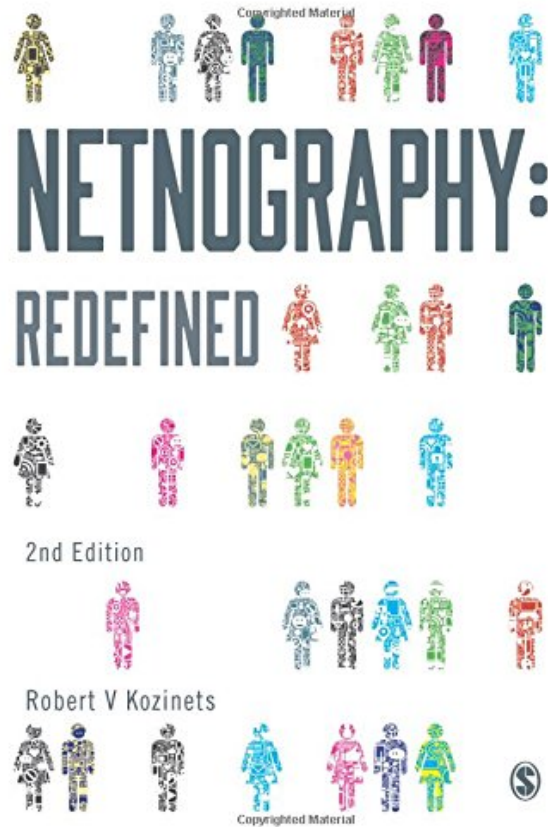


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2nd Edition



Robert V Kozinets



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Review

Robert Kozinets has long been a transformative figure in the field of consumer research and brand cultures. His netnography approach has been widely taught, and embraced by industry practitioners, as a means to gain in-depth qualitative insights into the ways people make meaning of their everyday relationships with brands.--Henry Jenkins

In this new edition of *Netnography*, Kozinets expands on his original insights to provide a wonderfully comprehensive guide to researching online socialities. These socialities are real and interaction in them is, in its own way, powerfully face-to-face. We need far more high-quality research in this area, and *Netnography* can help guide scholars to make this a reality.--Tom Boellstorff

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Social media and Internet data offer rich opportunities and vexing challenges for sociocultural research. Explaining and extending prior approaches, *Netnography: Redefined* is an indispensable guide to the understanding and conduct of Internet ethnography.

With this volume, netnography is upgraded, updated and renewed with the latest netnographic research from media anthropology, geography, education, library sciences, travel and tourism, linguistics, media and cultural studies, sociology, sexuality, addiction research, gaming studies, and nursing, and multiple examples from the worlds of Facebook, Twitter, LinkedIn, and other social media sites.

Like its predecessor, *Netnography: Redefined* includes full, step-by-step procedural guidelines for the accurate and ethical conduct of netnography. Yet this edition adapts netnography to include big data and social media analytics, as well as further incorporating notions of network analysis. It deepens the practice of netnography through participative engagement, introspection, alternative representation, and a new humanist focus.

Netnography: Redefined presents readers with up-to-date guidelines for the most fully realized and distinctive form of online ethnographic research yet developed.

- Sales Rank: #729574 in Books
- Brand: imusti
- Published on: 2015-07-24
- Released on: 2015-07-24
- Original language: English
- Number of items: 1
- Dimensions: 9.53" h x .73" w x 6.69" l, .0 pounds
- Binding: Paperback
- 320 pages

Features

- Sage Publications Ltd

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Hands-on explained method for studying online communities

By Amazon Customer

"Netnography is the captain's log of that journey through Internet sociocultural experience of cyber social space" (p. 70).

This quote sums up the content of the book and hints at the way it is written. Kozinets has updated ethnography for the digital world and coined netnography. Studying online communities is a journey that is

well guided with the helpful advice from this book.

The book begins by describing the online setting and how it can be understood. Then the history and foundations ethnography are touched on, just enough to have a good understanding of the fundamentals and to appreciate the ancestry. Kozinet explains in easy to understand terms how ethnography has to be different in the digital world. With examples and self-reflection, the main benefit of this book is the practical advice for anyone who wants to study online communities. The proposed participant-observer approach is not only explained and operationalized but also defended against common critiques.

In conclusion, I will probably refer back to this book often when designing my own research.

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