

Netnography Redefined

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half of the book offers guidance and examples on practical applications of netnography when researching online cultures and communities. Each chapter of the book also includes useful examples of published netnographies, guided exercises, and suggested ...

A Review of Netnography: Redefined by Robert Kozinets

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Netnography, as we shall discuss in upcoming chapters, is different from digital anthropology in that it has as its core the analysis of data collected through participant-observation over the Internet, including the use of

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Netnography: Redefined uses social science methods to present a new approach to conducting ethical and thorough ethnographic research that combines archival and online communications work, participation and observation, with new forms of digital and network data collection, analysis and research representation.

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