Netnography: Redefined (Hardback)

By Robert Kozinets

Sage Publications Ltd, United Kingdom, 2015. Hardback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. 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.

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