

Qualitative research in digital environments: a research toolkit

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920575890&lokasi=lokal>

Abstrak

This book offers a toolkit of methods and technologies to undertake qualitative research on digital spaces. Unlike commonly used traditional methodological strategies, which are 'retrofitted' to digital spaces, *Qualitative Research in Digital Environments* offers researchers a set of 'digitally native' tools that are designed for online social environments.

Thanks to a broad range of cases including Louis Vuitton, YouTube and the concept of 'hipsterism', this text illustrates the practical applications of techniques and tools over the most popular social media environments.

This book will be a valuable guide to qualitative research for marketing students, researchers and practitioners, as well as a central reference point for tutors in the growing field of Digital Sociology.