

## WORKSHOPS

### Virtual Ethnography

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The emergence and sustained growth of Web 2.0 platforms, such as YouTube, NewGrounds, and MySpace, offer expanding terrains for users to share amateur social multimedia content. Producers and consumers of this content represent a key population of young, early adopters and thought leaders who are shaping the current and next generations of Internet use.

As mainstream culture begins to take notice of these communities, academic and corporate stakeholders alike are struggling because traditional ethnographic and other research approaches, such as surveys and focus groups, shed little light on the role of social, professional, and micro-cultural networks in the burgeoning areas of amateur cultural production.

After a multimedia overview of a number of major examples, participants will share and explore ways that ethnographic approaches can be adapted to study these communities productively.



### Giving Voice to Our Value

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It is our experience that ethnographers struggle with expressing their value in traditional business “language” and metrics (ROI, sales impact, channel penetration, etc.). Many of us have been asked (sometimes repeatedly) to quantify our value and measure our direct impact on the bottom line. We’ve long understood that the most compelling way to express our