

# Ørecomm Festival 2013

Memory on Trial:  
Media, Citizenship and Social Justice

13-16 September 2013



## Workshop 15 September: Methods of Analysis in Ethnographic Studies of Mediated Memories

Conducted by the Media|Ethnography Group in cooperation with Annette Markham and Jo Tacchi, this workshop brings together different perspectives on methods of analysis in ethnographic communication research. Through panel presentations and round-table discussions the aim is to contribute to the existing debates with perspectives on how ethnographic processes of analysis may respond to the ever-changing empirical field of communication.

To enhance workshop audience participation and discussion, all participants will prepare a short text and be active in the workshop.

### Working Concepts and Questions

In this workshop we wish to investigate how the richness of our analyses can gain from the integration and appreciation of various forms of data. As ethnographic communication researchers, we find ourselves in messy, often fast-moving, and increasingly interconnected fields. Technology allows for a large range of these interconnections, for the creation of mediated presences transcending time and space, and thereby for the expansion of our types of empirical data.

Through technology our interlocutors document their lives and create mediated forms of memories. For the researcher these mediated forms of lived life can constitute novel and complementary forms of data. But how do we as researchers incorporate these archives of memory into our ethnographic processes of analysis?

The workshop discussion will take its point of departure in presentations by Annette Markham and Jo Tacchi. After their presentations participants are encouraged to give a short presentation based on their own work and experience. The presentations will be commented by Elisabeth Bird who will take on the role of discussant throughout the workshop.

Annette Markham introduces the term *remix methods* to suggest that qualitative inquiry can learn from the concept of remix, that is 'the way we make sense of our world, by transforming the bombardment of stimuli into a seamless experience'.

In the workshop we wish to investigate how *remix methods* can be used to enrich studies of what Jo Tacchi terms *communicative ecologies*. On this basis we wish to raise the following preliminary questions:



- How do we incorporate various forms of data in our data production and analysis?
- How do we gain from the richness of the qualitative differences of this data?
- How can we benefit from remix methods when studying communicative ecologies?

In the spirit of the festival, moreover, we welcome case perspectives from all participants based on mediated memories, that is, forms of media content that play into the social processes of living memory (see Kendall Phillips, 2004).

## Participants

**Annette Markham** is a media ethnographer researching internet media, qualitative methodologies and ethics. Markham has called for further attention to what we actually do when engaging in qualitative inquiry, suggesting that *remix methods* might provide answers. She describes the key processes in remix as being *play, borrow, interrogate, generate and move*. '[R]ather than trying to resolve complexity in the research project,' she argues, 'a remix might illustrate very clearly the irresolvable complexity of the phenomenon'.

**Jo Tacchi** is a social anthropologist specialising in ethnographic research on old and new media technologies. Tacchi builds upon the idea of *communicative ecologies*, that is, 'the complete range of communication media and information flows in a community'. She argues that any emerging technology emerges in an already existing communicative ecology that itself changes over time.

**Elizabeth Bird** is an anthropologist researching practises around media in everyday life. Bird has called for a stronger attention to analysis of media content in ethnographic studies of media, defying a tendency in these studies of engaging with people – producers and audiences of media – but not with their texts. While many other researchers are focusing on content analysis only few ethnographers include content as a significant part of their data.

**The Media | Ethnography Group** consists of Rikke Hostrup Haugbølle, Jonas Agerbæk Jeppesen, Nina Grønlykke Møllerup, Sandra Lori Petersen, and Jørgen Skrubbeltrang. We are researchers from different disciplines within the humanities and social sciences, brought together by an interest in how people engage with media and communication in their everyday lives. We share an ambition to strengthen media ethnography and create new insights and understandings in our respective research areas and academic disciplines. Sandra takes the role as workshop moderator.

**Up to 20 prepared festival participants.** When registering for the festival we ask you to specify whether you want to participate in the workshop. To do so you must furthermore send in a text of maximum 300 words (deadline **TBA**) that describes how the workshop theme relates to your work and/or raises relevant questions. Prior to the workshop, all texts will be shared with the panellists and other participants so they can be used as basis for our discussion.



## Suggested readings

Markham, Annette

2013 "Looking under methods: An experiment in play" available here:

<http://www.markham.internetinquiry.org/category/remix/>

Markham, Annette

2013 "What is remix? A research oriented sketch" available here:

<http://www.markham.internetinquiry.org/2013/02/what-is-remix-a-research-method-oriented-sketch/>

Markham, Annette

2013 "Remix as a Lens for Interpretive Qualitative Methods" available here:

<http://www.markham.internetinquiry.org/2013/02/remix-as-a-lens-for-interpretive-qualitative-methods/>

Tacchi, Jo

2006 Studying communicative ecologies: An ethnographic approach to information and communication technologies (ICTs). In: *Proceedings 56th Annual Conference of the International Communication Association* (Vol. 2006). Dresden. Available here: <http://eprints.qut.edu.au/4400/>

Tacchi, J., Foth, M., & Hearn, G.

2009 Action research practices and media for development. In: *International Journal of Education and Development using Information and Communication Technology*, 5(2), 32. Available here: <http://ijedict.dec.uwi.edu/printarticle.php?id=560&layout=html>

## Schedule

- 10:15 Welcome by Media Ethnography Group
- 10:25 Speed round: Each participant has 30 seconds to state name and a relevant question in relation to the topic of the workshop
- 10:35 Panelist presentations
- 11:15 Break
- 11:30 Discussion
- 12:30 End of workshop

