Digital Methods for Social Science

An Interdisciplinary Guide to Research Innovation

Edited by

Helene Snee Lecturer in Sociology, Manchester Metropolitan University, UK

Christine Hine Reader in Sociology, University of Surrey, UK

Yvette Morey *Research Fellow, Centre for the Study of Behaviour Change and Influence, University of the West of England, UK*

Steven Roberts Senior Lecturer in Sociology, Monash University, Australia

Hayley Watson Senior Research Analyst, Trilateral Research and Consulting, UK

Sondersammelgebiet Volks- & Völkerkunde



in Zusammenarbeit mit der DFG

pəlgrave macmillan

Contents

List	of Figures and Tables	vii
Fore	eword by Noortje Marres	viii
Ac k	nowledgements	x
Notes on Contributors		xi
1	Digital Methods as Mainstream Methodology: An Introduction Helene Snee, Christine Hine, Yvette Morey, Steven Roberts and Hayley Watson	1
	rt I Big Data, Thick Data: Social Media Analysis roduction to Part I	
2	Methodological Innovation in Precarious Spaces: The Case of Twitter <i>Axel Bruns and Jean Burgess</i>	17
3	Have We Even Solved the First 'Big Data Challenge?' Practical Issues Concerning Data Collection and Visual Representation for Social Media Analytics Phillip Brooker, Julie Barnett, Timothy Cribbin and Sanjay Sharma	34
4	'I'm Always on Facebook!': Exploring Facebook as a Mainstream Research Tool and Ethnographic Site Eve Stirling	51
Pa	rt II Combining and Comparing Methods	
Int	roduction to Part II	
5	Mixing Modes to Widen Research Participation <i>Jo Hope</i>	71
6	Do We Need Polls? Why Twitter Will Not Replace Opinion Surveys, but Can Complement Them Javier Sajuria and Jorge Fábrega	87

7	Video Analysis in Digital Literacy Studies: Exploring Innovative Methods <i>Roberto de Roock, Ibrar Bhatt and Jonathon Adams</i>	105
	rt III Developing Innovations in Digital Methods	
m		
8	Prototyping Social Sciences: Emplacing Digital Methods Adolfo Estalella	127
9	Digital Methods and Perpetual Reinvention?	
	Asynchronous Interviewing and Photo Elicitation Emma Hutchinson	143
10	Digital Stories and Handmade Skills: Explorations in How	
	Digital Methods Can Be Used to Study Transmissions of	
	Skill	157
	Victoria Tedder	
	rt IV Digital Research: Challenges d Contentions	
Int	roduction to Part IV	
11	What's the <i>Matter</i> with MOOCs? Socio-material	
11	Methodologies for Educational Research	175
	Jeremy Knox	
12	Towards an Innovative Inclusion: Using Digital Methods	
	with Young People	190
	Emma Bond and Stuart Agnew	
13	Ethics Issues in Digital Methods Research	206
	Claire Hewson	
14	Digital Methods as Mainstream Methodology:	
	Conclusions	222
	Helene Snee, Christine Hine, Yvette Morey, Steven Roberts and Hayley Watson	

vi Contents