

**Crafting ethnographic experiences : Ways of knowing
Facebook - A practice based exploration of digital spaces -
Digital spaces // design thinking // crafting // research
methods // social life**

STIRLING, Eve

Available from Sheffield Hallam University Research Archive (SHURA) at:

<http://shura.shu.ac.uk/13688/>

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

Published version

STIRLING, Eve (2016). Crafting ethnographic experiences : Ways of knowing Facebook - A practice based exploration of digital spaces - Digital spaces // design thinking // crafting // research methods // social life. In: Open Design for E-very-thing, Hong Kong Design Institute, 21 - 27 November 2016. (Unpublished)

Repository use policy

Copyright © and Moral Rights for the papers on this site are retained by the individual authors and/or other copyright owners. Users may download and/or print one copy of any article(s) in SHURA to facilitate their private study or for non-commercial research. You may not engage in further distribution of the material or use it for any profit-making activities or any commercial gain.

Crafting Ethnographic Experiences

Ways of knowing Facebook - A practice based exploration of digital spaces
Digital spaces // design thinking // crafting // research methods // social life

Eve Stirling
Senior Lecturer in Design
Programme Leader MA/MFA Design
Route specialism Interior Design

Sheffield Institute of Art
Sheffield Hallam University

Art and Design Research Centre

e.stirling@shu.ac.uk
@evestirling

Eve Stirling

News Feed

Messages

SHORTCUTS

SIAMADE 2

Kelham Island Rive...

MA Design: Sheffie...

Interior Design (Sh...

Sheffield Slings C... 20+

Sheffield Woodland ... 1

See more...

EXPLORE

Pages

Groups

Events: 1

Buy and sell groups

On this Day 9

Photos

See more...

Digital Materiality

Digital and physical space and place making practices

Methodological approach



Crafting ethnographic data



Facebook efficacy and home learning in new build residential developments

Search Facebook

Eve Stirling

News Feed

Messages

SHORTCUTS


EXPLORE

- Pages
- Groups
- Events
- Buy and sell groups
- On this Day
- Photos

See more...

Search Facebook

The spaceship @shawneemiller made for Lula's new toy, Ultraman. Never before has Ultraman been so emasculated. #LueliaLeeMiller



Like Comment Share

13

Cherylene Chan a work of art!

Digital lives on social media

MA Design: Sheffield Hallam University

Page Messages Notifications Insights Publishing Tools Settings Help

MA DESIGN

MA Design: Sheffield Hallam University @siamamfdesign

Home Posts Videos Photos About Likes Manage Tabs Promote

added 2 new photos. Published by Eve Stirling · 3 November at 19:49

Observing the 'field' - analysing the representing 'fieldwork' in the city today in the module Theory Supporting Practice



39 people reached Boost post


Like Comment Share

MA Design: Sheffield Hallam University and Mark Fisher

Write a comment...

MA Design: Sheffield Hallam University added 3 new photos. Published by Eve Stirling · 12 October

Great day out with the new students at Yorkshire Sculpture Park today.



PHOTOS

VISITOR POSTS

Matt Lamont 23 September 2015 at 19:21

Hi everyone as a follow up from todays session, you may be interest... See more

2 Likes Unlike Comment Message

Matt Lamont 22 September 2015 at

91% of undergraduate students describe themselves as using SNSs 'regularly' or 'sometimes' (Ipsos MORI, 2008, p.10).

Temporal context

Facebook interface
2010-2011



Selwyn's (2009) findings were that Facebook forms a vital part of the student life experience "allowing roles to be learnt, values understood" (p.15). Kirschner & Karpinski (2010) findings suggest that "Facebook is not a separate activity" (p.1241) in the lives of the student participants.

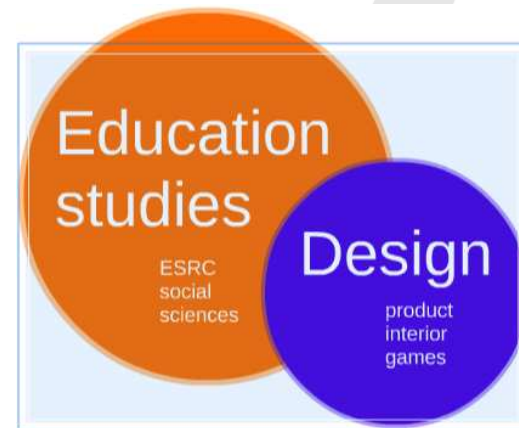
A grammar of Facebook

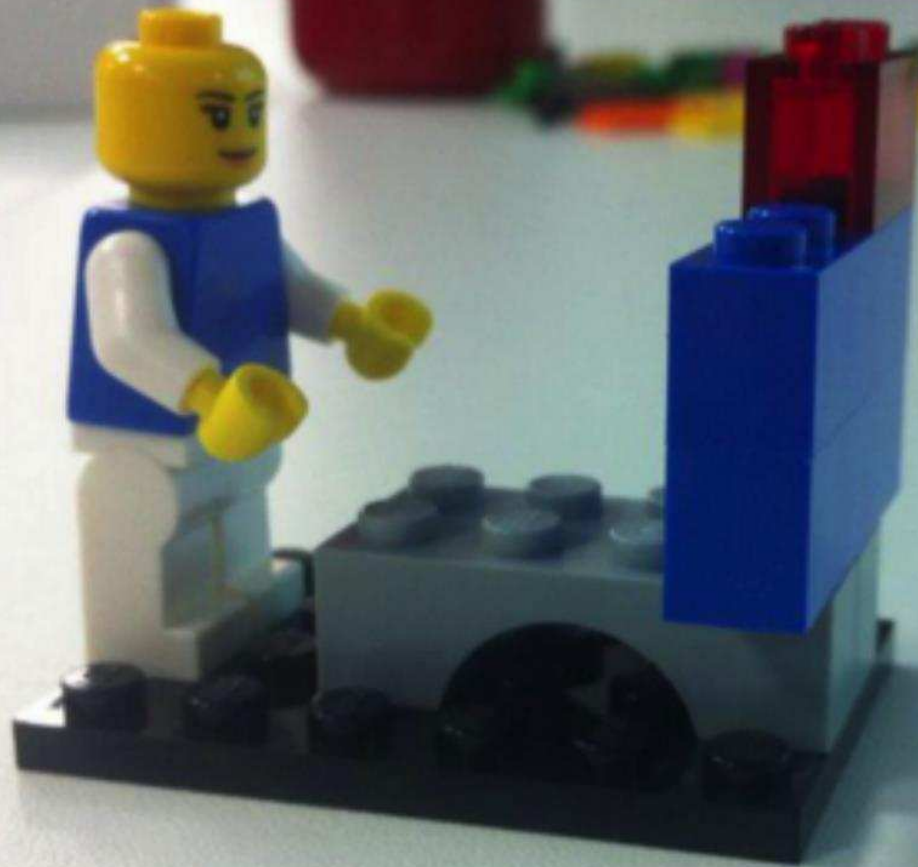


This “grammar” of Facebook is not a prescriptive set of rules which Facebook follows, but it is a descriptive explanatory section to aid readers’ understanding of the “architecture” and “language” of the website.

Why waste your time on Facebook?

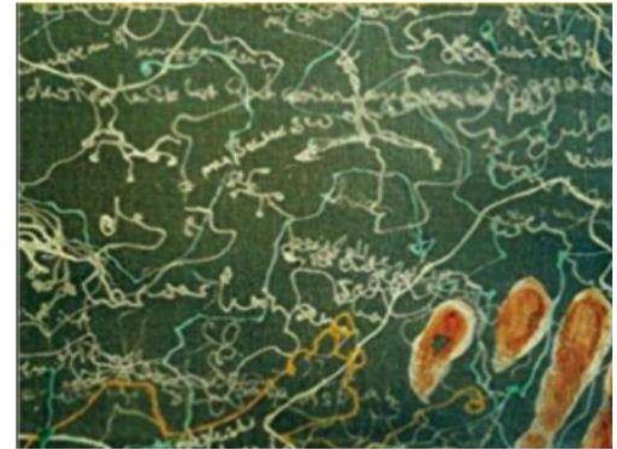
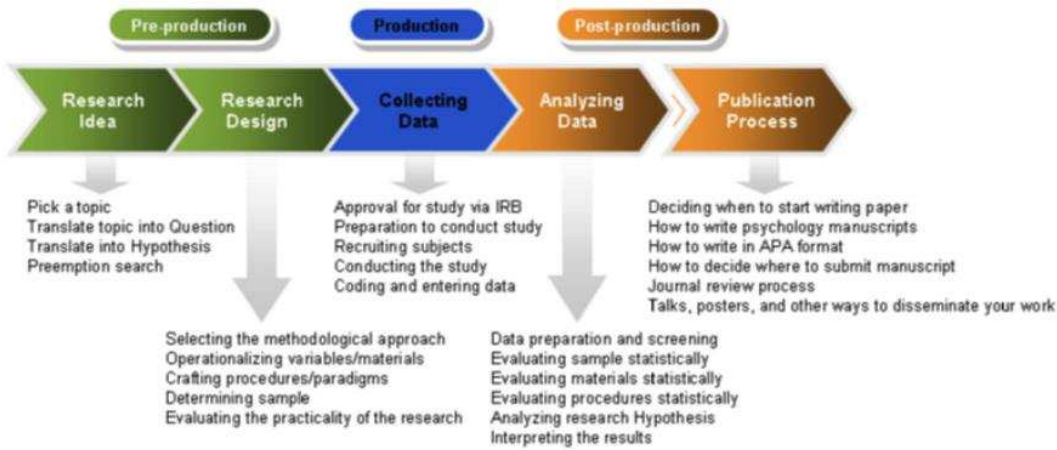
A temporal analysis of first-year undergraduate students and transition in UK Higher Education



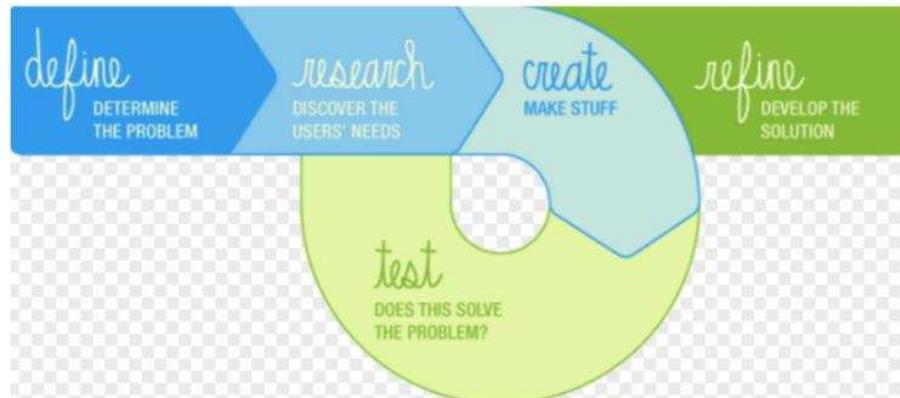


Explore undergraduates' use of Facebook in the first year of university.

How and why do first year students use Facebook?

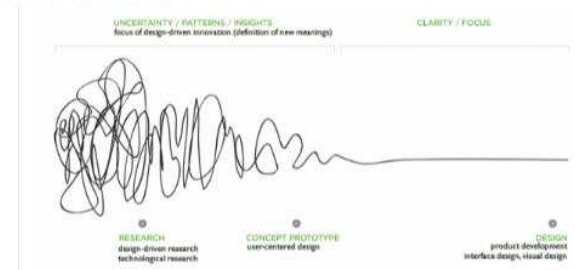


Process



Social science research design process

Design thinking process



Source: The Process of Design Squiggle, Damien Newman

A multi-sited connected ethnography

Data collection:

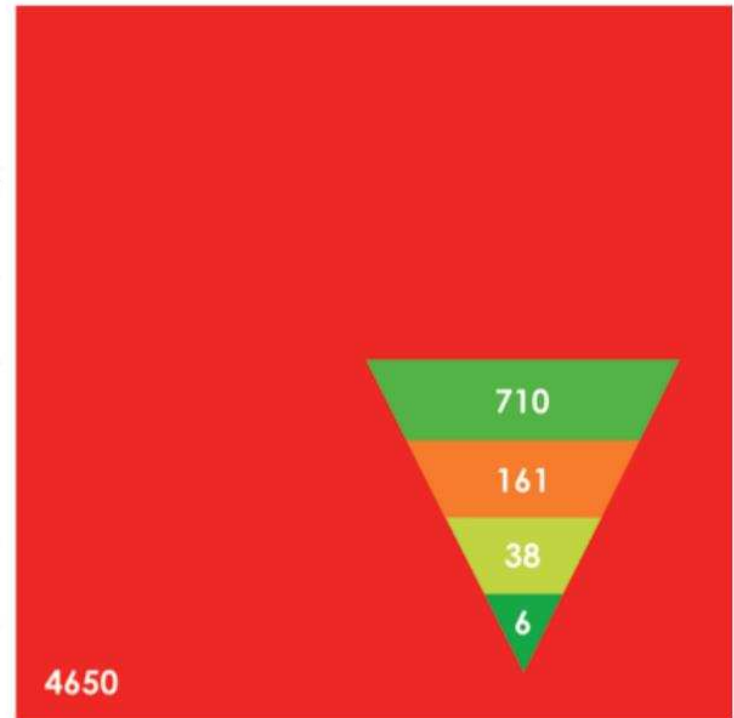
1. A large-scale online anonymous questionnaire emailed to 4650 students in August 2010 before they started university.
2. A year-long ethnography focusing on 6 participants and uses both digital and concrete sites: Facebook profile and face-to-face meetings.

Methods

Screenshots of the participants' Facebook profile, status, wall and photos, looked at once a month and field-notes made of these to look at patterns of use.

Semi-structured interviews using Facebook Messages and Facebook Chat to discuss Facebook usage.

Face-to-face semi-structured interviews and focus groups to discuss Facebook usage.



Observing and participating in the everyday

The number of responses in relation to the population.

The interconnected life-worlds of a first-year student



social

academic

digital and physical spaces of HE



Connective ethnography (Hine, 2005)
both digital and face-to-face

Making as a research approach to make sense of data from the field

my observations included: fieldnotes, scratch notes, critical incidence screen shots, interview transcripts, photographs and videos.



Christmas 9 new photos



I am in Moty's Lectures my love for maths becomes here L is my love for maths
 tes ago via Selective Tweets · Like · Comment
 ing likes this.
 nment...
 that I want to get a review copy of the next Phineas and Ferb se I will enjoy it?
 tes ago via Selective Tweets · Like · Comment
 e like this.
 ck Cool Van, Phineas and Ferb is rubbish

/user/project4awesome
 ibe · Like · Comment
News Feed
Messages
 i 2 Update Released: Updated some oddamn you Valve.
 ve Tweets · Like · Comment
Events
Friends
Find friends
Status Updates
work
FACEBOOK
students

TED Talks Wofford College president Ben Dunlap tell the story of Sandor Teszler, a Hungarian Holocaust survivor who taught him about passionate living and lifelong learning.

ity at 14:50 · Like · Comment · Share

Facebook questions

Over the last year I have been conducting research into first year undergraduate students use of Facebook for my PhD. You may remember filling in a questionnaire last August about your Facebook use? This questionnaire is the final part of my research and I'd love to hear from you even if you didn't fill in the questionnaire the first time round.

Please take a moment to answer these quick questions on your Facebook usage over the year and your feelings about Facebook. The analysis of these answers will be used as background information for the larger in depth study on students' views and experiences on Facebook in relation to university life.

All answers are anonymous; data gathered from this questionnaire will be used for academic purposes only. This study has received ethical approval from the University of Sheffield School of Education Research Ethics Committee.

Thank you very much for taking part you have really helped the research. eve stirling

If you have any questions please get in touch: eve.stirling@sheffield.ac.uk

this one is better!

...rest care, University of Sheffield
cription
 were due to meet on Wednesday 24th v but Ignas forgot! He added me on FB I we have arranged to meet on the 8th 2.
 as is Lithuanian and a dual hons student Philosophy and Psychology. He studied IB ore coming to UoS. He wanted to go to ford University but missed the deadline applications last October. He has applied i year and will leave Sheffield if he gets epted.
 has started using Facebook more since rived university which is a change, he

Feelings (emotion)
 I was annoyed he forgot as I had special effort to go into uni. I was understanding that I had to be nk need all the participants I can get I was pleased he added me as a FB so that lessened my concerns
 Ignas is very intelligent, mature, c kind.
 He seems not to have many frien he wants it to be more serious. W play hard.
 He is driven to study at Oxford. Culturally he has had very differe experiences.



A technical word at the end of the post has changed but Facebook seems to do a way of not for user name so that students don't have access to be the 'owner'.

A comment from the 'old' profile (2011), the friend list is shown as well as the name of the user. The reference in my status update is to 'FB' 'something' 'to take the new profile'.

Timestamp	1. Facebook name on test.	2. Do you use Facebook?	3. How many times did you look at Facebook yesterday?	4. How did you look at Facebook yesterday?	5. Where did you look at Facebook yesterday?	6. Why did you look at Facebook yesterday?
20140101 21:20:11 corrected	Yes	Yes	1	mobile phone, laptop	Home	check news for updates and check who the status was for
20140101 21:02:03 corrected	Yes	Yes	1	mobile phone	Home	check news for updates and check who the status was for
20140101 21:01:51 gnd	Yes	Yes	1	mobile phone, laptop, iPad and tablet	Home, Work, Library	to check your 1 status and get updates and see who the status was for
20140101 21:01:48 corrected	Yes	Yes	1	mobile phone	Home	check news for updates and check who the status was for
20140101 20:50:12 corrected	Yes	Yes	2 times	desktop pc, laptop	Home, Work, Library	to check your 1 status and get updates and see who the status was for
20140101 19:34:09 corrected	Yes	Yes	1	Facebook on laptop	Home, Work	to check your 1 status and get updates and see who the status was for
20140101 19:30:02 in touch with person	Yes	Yes	1	laptop	Home	to check your 1 status and get updates and see who the status was for
20140101 18:07:42 unpaired	Yes	Yes	1	laptop	Home	to check your 1 status and get updates and see who the status was for
20140101 17:01:48 unpaired	Yes	Yes	1	laptop	Home	to check your 1 status and get updates and see who the status was for
20140101 02:47:58 new	Yes	Yes	1	mobile phone, laptop	Home, Work	to check your 1 status and get updates and see who the status was for
20140101 02:37:58 new	Yes	Yes	1	mobile phone, laptop	Home, Work	to check your 1 status and get updates and see who the status was for
20140101 01:48:00 corrected	Yes	Yes	1	desktop pc	Home	to check your 1 status and get updates and see who the status was for

mess?

analysis

*inspired by practice
based methods*

Architectural models as a research method

Architectural scale models are used in a variety of ways; 'a thinking and defining mechanism for understanding and demonstrating' (Smith, 2004, p.3). Often the model is used to explain the design process and is an artifact as an elicitation tool.



Card modelling (also called sketch model, maquette)

Used for thinking through an idea



Iterations. Inspiration. Quick and responsive.

examples from my practice

Research artefacts

Design Methods

Card Modelling



translation from the field work to the reader (in alternative forms)

transmission to audiences that present different ways to know and engage the social world

‘how knowledge is translated and moves?’

(Jungnickel and Hjorth (2014, p.138).

A narrative tells a story,
it talks of the person,
the object or the space
and their experiences.

Interpreting interior space as a narrative adds depth and Breadth to the understanding of how environments are psychologically inhabited by the individual (Ganoë, 1999).



View photos of me (306)

View videos of me (3)

Edit My Profile

Write something about yourself.

Information

No basic information shown.

Friends

363 friends

View All

Eve Stirling oooh, that'll be Friday then ;) 2 hours ago clear

Wall Info Photos +

Share: Status Photo Link Video

Options



Eve Stirling oooh, that'll be Friday then ;)

2 hours ago · Like · Comment



Eve Stirling Richard Hawley at the Lescar, brilliant!

Yesterday at 13:17 via iPhone · Like · Comment

Julia Davies and Sandy Heslop like this.

View all 4 comments



Eve Stirling Last night, an improptu couple of songs with te act that was playing, very cool!

15 hours ago · Like



Julia Davies oooh marvellous.

15 hours ago · Like

Write a comment...

RECENT ACTIVITY

Eve commented on Isabel Löfgren's status.

Eve commented on

12 more similar stories



Eve Stirling via The University of Sheffield: I wonder what the



Chat (Offline)



Top news · Most recent

Video

man the other day" mom: "YOU DID
live in the... on ▼.

ind 2 of the Winter bouldering league:

like · Comment · @ClimbingWorks on

IV4lJHz2ylo

PM: 'Fats' Putin over the top of
rry Hill' with piano solo
utube.com

io of Vladimir Putin playing the piano
ing "Blueberry Hill". The Russian prim
is used to taking to the stage, but thi
was not for one of his speeches.
r Putin made his audience sit up and
te, as he sang at a charity fundraiser.
ption at an ice

ent · Share

Events

[View all](#)

6 event invitations

Come and see the REAL San... ×
Today 17:00

LARG 2 Tomorrow 16:00 ×

Sponsored

[Create an advert](#)

The original since 1966 ×

Lisa Procter

of Vans
news,
and

[View all](#)

you can type a conversation here

Get co Lisa Procter

Chat (14)



Eve Stirling
[Edit My Profile](#)

 **News Feed**

[Top news](#) · **[Most recent](#)**

Share:  [Status](#)  [Photo](#)  [Link](#)  [Video](#)

[Events](#)

[View all](#)

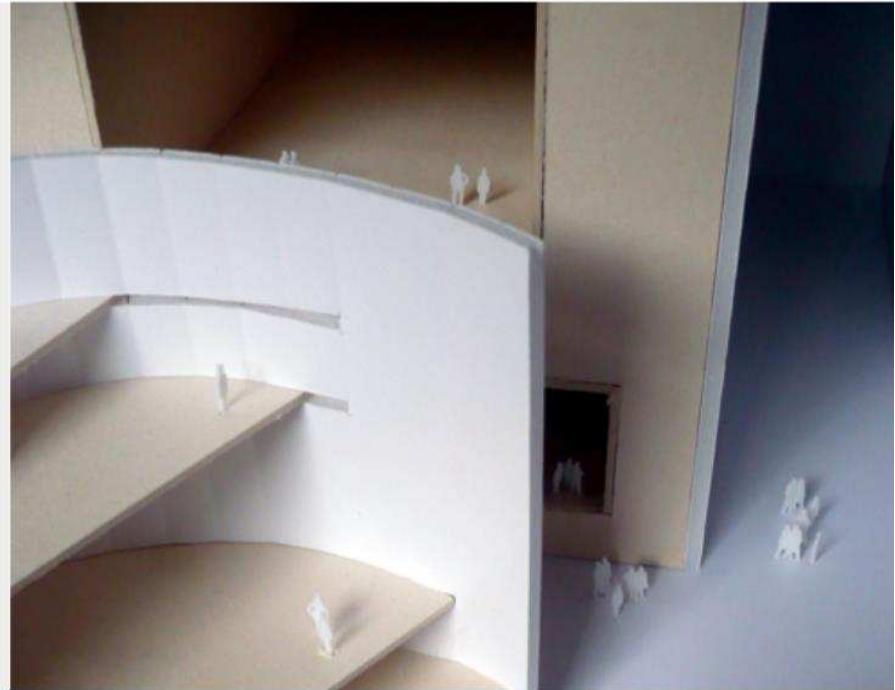
translation (Facebook architectural model)

Narrative interpretation

Cathy Garcia (1999) suggests:
Interpreting interior space as a narrative adds depth and breadth to the understanding of how environments are psychologically inhabited by the individual.



A Site of Possibility: Facebook an Auto-Ethnography.
An Architectural Metaphor. Scale: NTS



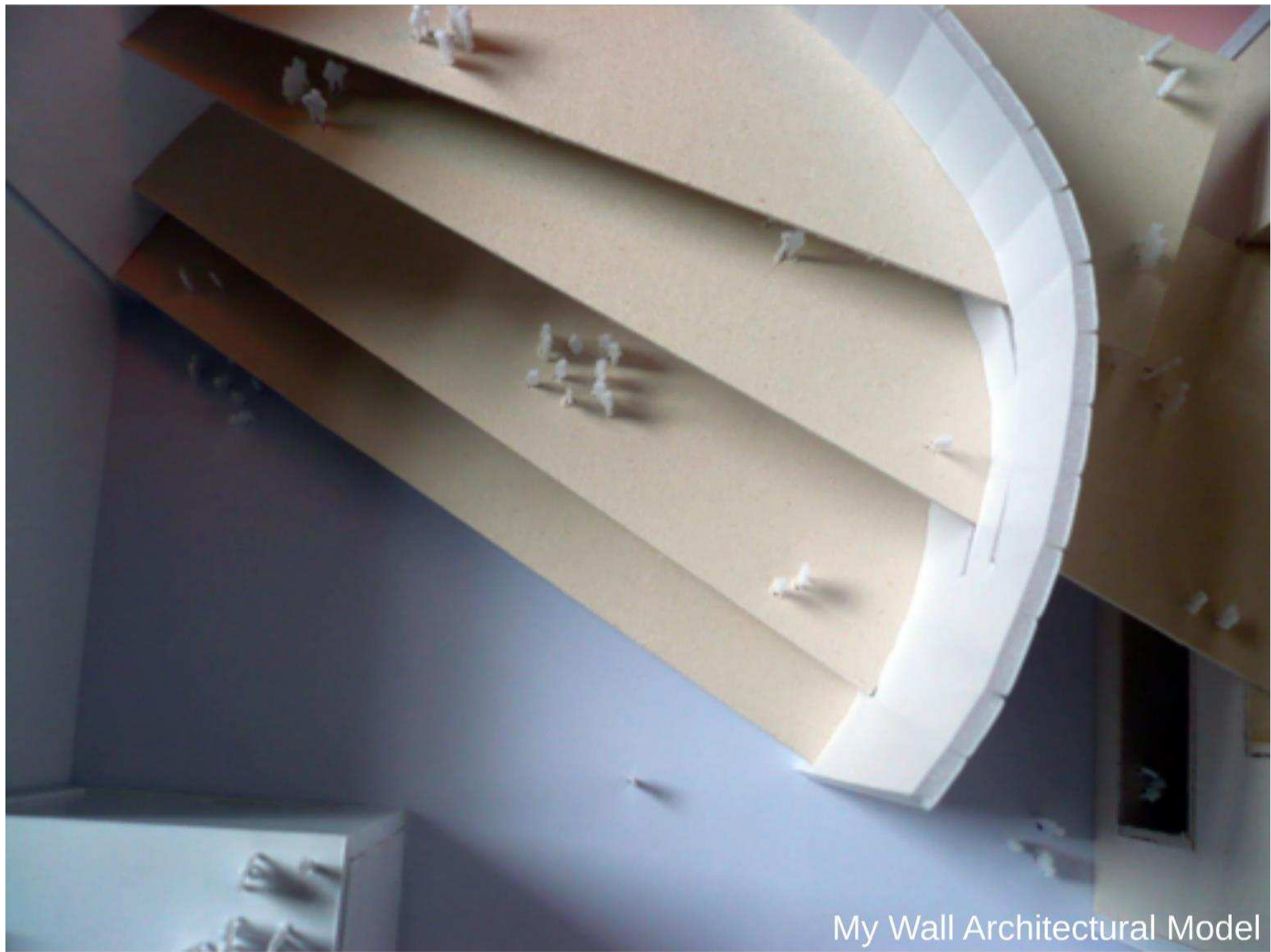
My Newsfeed, internal view 2010







My Newsfeed, internal view 2010



My Wall Architectural Model

top of

the piano
asian prim
age, but thi
thes.
it up and
undralter.

View all

you can type a conversation here

Get co Lisa Procter x Chat (14)

Facebook Chat 2010



My Chat Architectural Model 2010

The model as an interface (Degen et al., 2015)
to realise my digital and physical ethnographic
experiences

Experiential knowledge was translated

Embodied sense making (Groth, 2016)

transmission (Facebook Timeline infographic)



Conclusions

**making of the model was a space-time for me
to immerse myself in the experience of using
Facebook**

be away from (and yet inhabit) the field

social interactions + experiential, tacit knowledge

**Facebook use shapes the social practices of university
students and the relationship between this engagement and
the student experience is strong in many students lives**

References

Degen, M., Melhuish, C. & Rose, G. 2015. Producing place atmospheres digitally: Architecture, digital visualisations practices and the experience economy. *Journal of Consumer culture*, 1469540515572238

Ganoe, C. J. 1995. Design as narrative: A theory of inhabiting interior space. *Journal of Interior Design*, 25(2), 1-15.

Groth, C. (2016). Design-and Craft thinking analysed as Embodied Cognition. *FORMakademisk—research journal for design and design education*, 9(1).

Hine, C. 2007. Multi-sited ethnography as a middle range methodology for contemporary STS. *Science, Technology & Human Values*, 32(6), pp. 652-671.

Jungnickel, K. & Hjorth, L. 2014. Methodological entanglements in the field: methods, transitions and transmissions. *Visual Studies*, 29(2), pp.136-145.

Selwyn, N. 2009. Faceworking: exploring students' educational-related use of Facebook. *Learning, Media and Technology*, 34(2), pp.157-174.

Stirling, E. (2014). *Why waste your time on Facebook?: a temporal analysis of first-year undergraduate students and transition in UK Higher Education* (Doctoral dissertation, University of Sheffield).

Stirling, E. (2016). 'I'm Always on Facebook!': Exploring Facebook as a Mainstream Research Tool and Ethnographic Site. In *Digital Methods for Social Science* (pp. 51-66). Palgrave Macmillan UK.

