



UiO : **Department of Media and Communication**
University of Oslo

Surveys

Media ethnography

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MEVIT 4800 Perspectives and methods in media research

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Surveys

- Highly structured method for gathering information from large numbers of respondents that (may) form a representative sample of populations.
- Descriptive or analytical purpose.

Sampling

If the survey is designed to produce statistically generalizable findings, the sample has to be representative for the universe with a known certainty.

Probability sampling

- the size and borders of the universe is known, and the units are selected with a known probability.
- Non-probability samples are common to surveys and opinion polls.

Data collection: the questionnaire

Task

- Make three survey questions that are designed to grasp what the audiences think about the latest Harry Potter-movie. At least one question should include a scale or continuum in the response alternative, and at least one should allow for multiple responses.
- Discuss 2-4 people for 10 minutes.

Statistical data analysis

Descriptive

- frequencies
- crosstabs

Analytical

- applying various methods for testing complex models, e.g. regression, factors analysis etc.

Most important media in the campaign – candidate's view

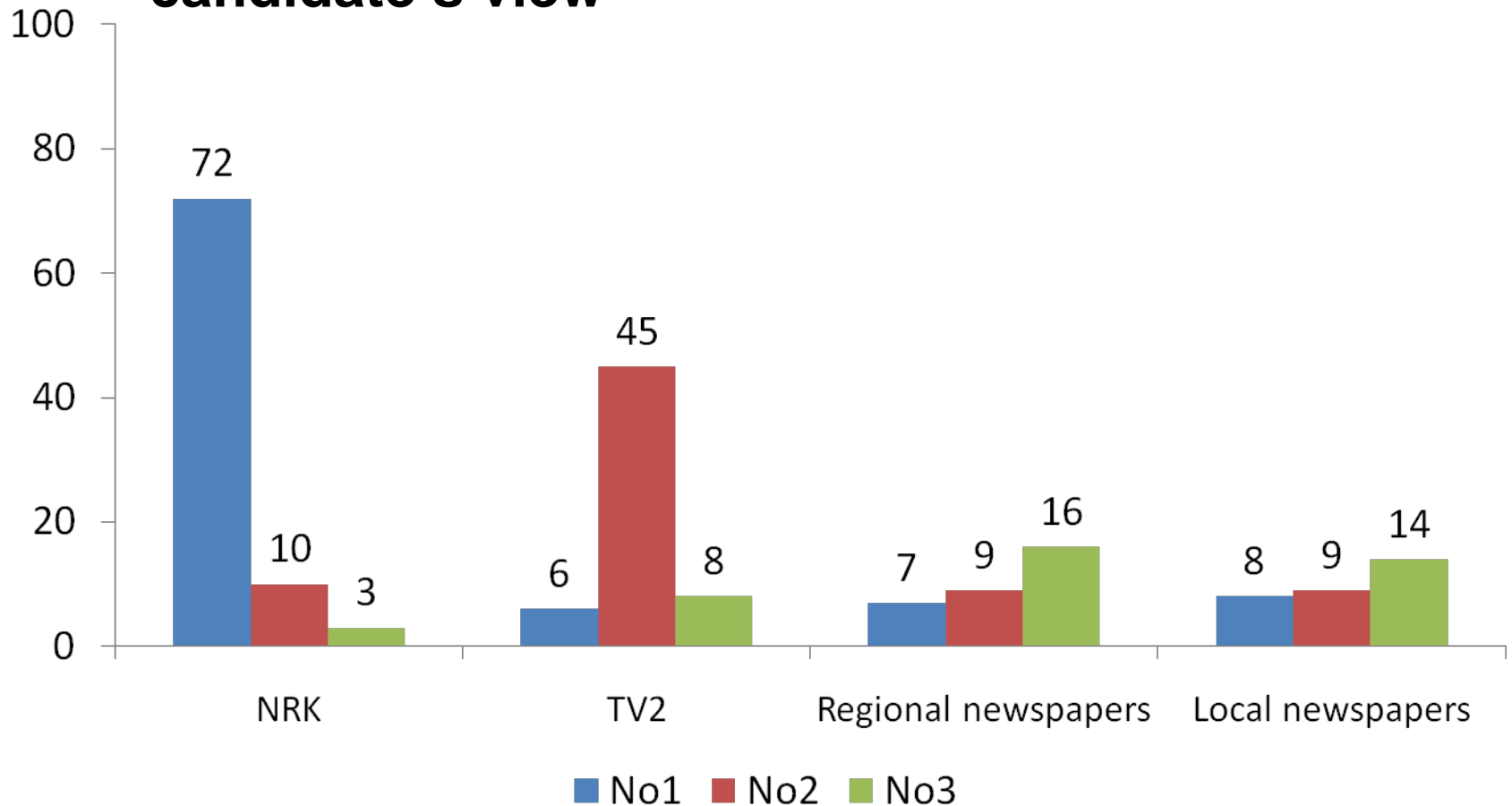


Figure 2 *The importance attributed to the central party on a scale from 1 to 5 for the top candidates in the different parties (Skogerbø and Karlsen 2011).*

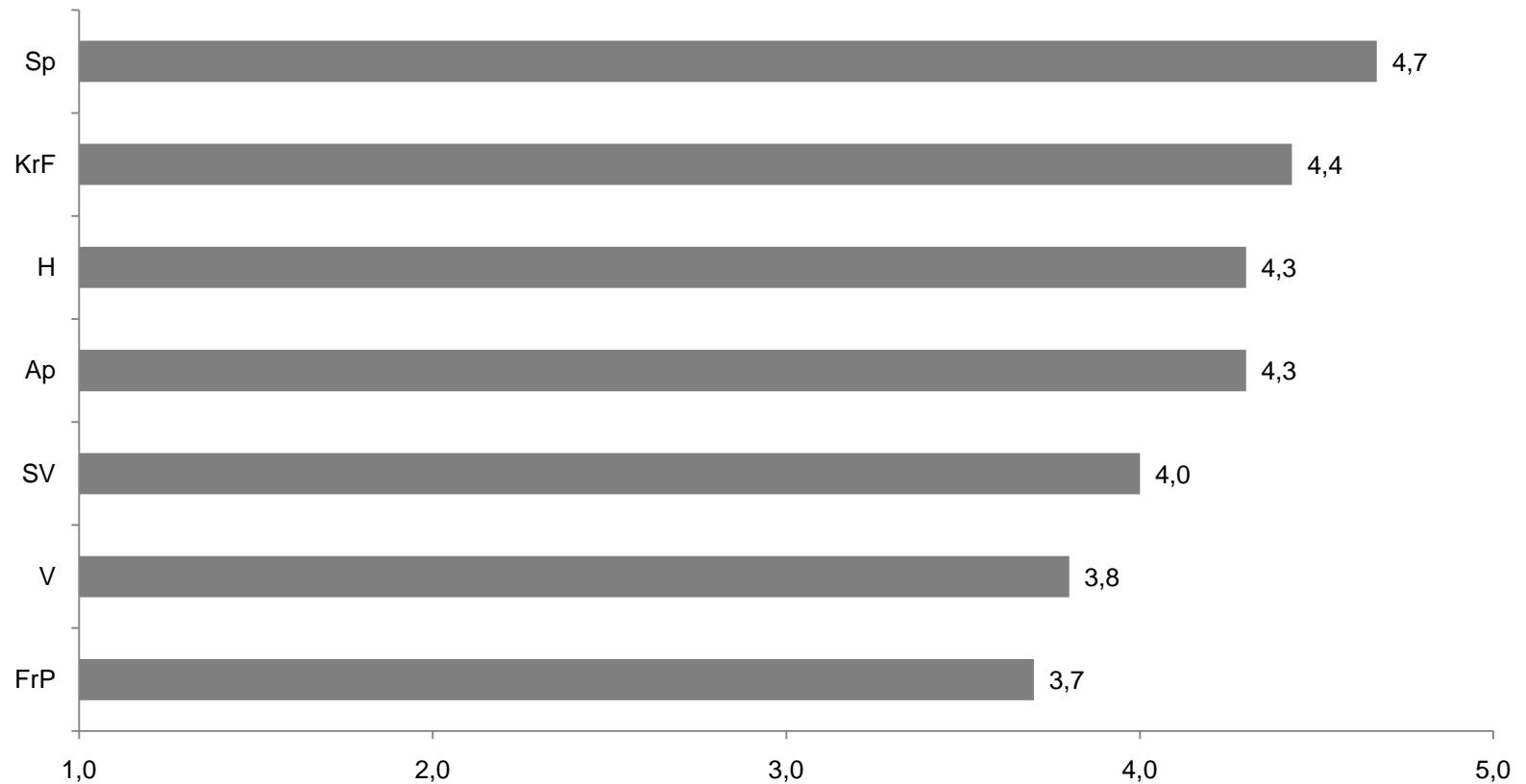


Table 3. What individual characteristics can predict online and print readership? *Linear regression analysis of online and print edition readership. Significant coefficients are marked with (*). (Skogerbø and Winsvold 2011)*

	Online edition readership (N=1033)	Print edition readership (N=1036)
	<i>Beta</i>	<i>Beta</i>
Gender	-0,177*	-0,018
Age	-0,307*	0,161*
Education	0,082*	0,003
Income	0,096*	0,221*
Political activity	0,100*	0,085*
Sense of belonging	0,054	0,207*
Adjusted R²	0,178	0,118

Validity, reliability, generalizability

Does the survey ask the relevant questions?

Are there mistakes? In the questionnaire? In the respondents' replies? Are they truthful? Are there mistakes?

Is the sample representative? How large is the sample? The response rate? Are groups over-/under-represented?

Are the findings correct? Significant? At what level?

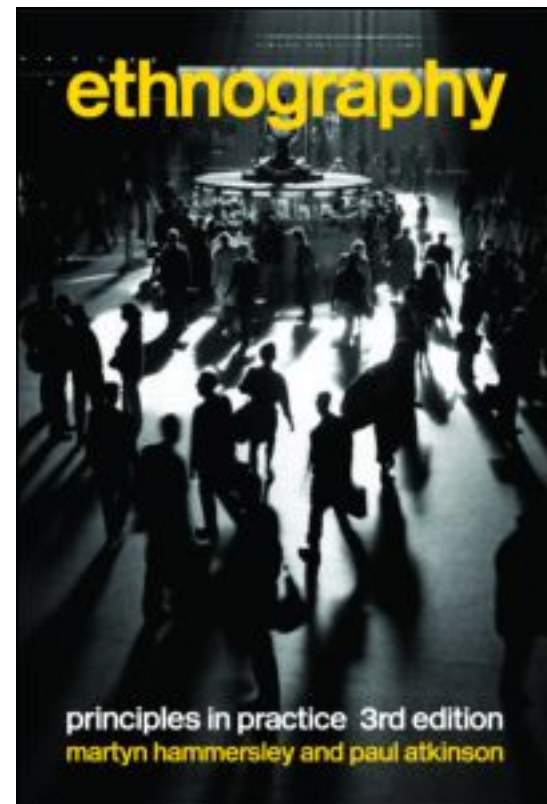
Ethnography – a research perspective

Ethnography:

”The ethnographer participates, overtly or covertly, in people’s daily lives for an extended period of time, watching what happens, listening to what is said, asking questions; in fact collecting whatever data are available to throw light on the issues with which he or she is concerned”.

Hammersley and Atkinson 1989: 2, quoted in Schrøder et al 2003: 64

Research perspective characterized by field studies, a commitment to a holistic and explicit interpretation, bottom-up perspective, combining several methods.



Media ethnography

”no neat and easy approach”

- ” an integrated means for understanding the everyday world of social groups, their patterns of everyday interpersonal communication and their uses of the mass media. ...allow the researcher to grasp as completely as possible with minimal disturbance the 'native's perspective' on relevant communicative and sociocultural matters indigenous to him.

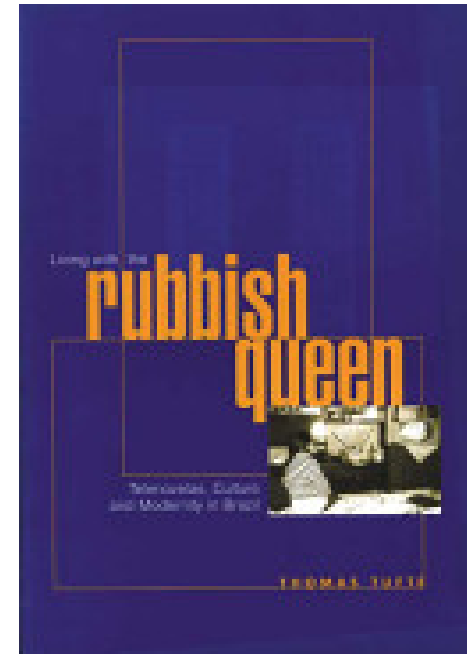
(Lull 1980:199, quoted in Schrøder et al:71)

Examples:

Tufte: women's interpretation of telenovelas in Brazil

Drotner: young people's video production in Denmark.

Karlsen: multiplayer online games



Media ethnography at work

Planning:

- ✓ What do I want to know?
- ✓ Why do I want to know it?
- ✓ Is my research object feasible for an ethnographic study?

Designing the study

- ✓ Perspectives?

Preparation for field work

- ✓ Gaining as much knowledge as possible.

In the field

- ✓ time period?
- ✓ Getting in, meeting the "gatekeepers"
- ✓ Positions and perspectives
- ✓ Field work material

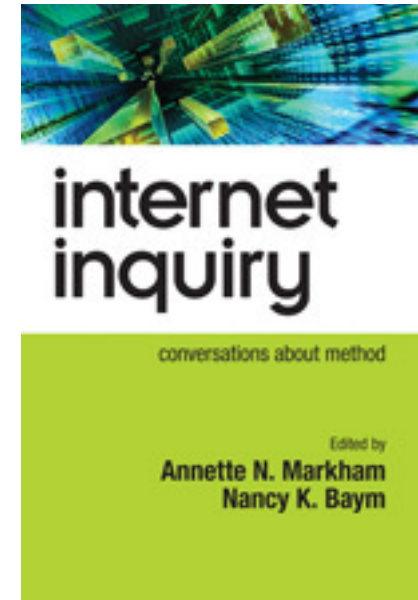
Coding and analysing data

Ethics

Online ethnography

Annette Markham

The Internet can be seen as a tool, , place, and way of being, offering very different methodological choices.



<http://internetinquiry.org/>

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

Validity, reliability, ethics

Does your narrative "grasp as completely as possible" the "native perspective"?

Do you tell a story that complies with the life that your informants experience?

E.g Margaret Mead on Samoa

Do your narrative comply with academic claims to be systematic, trustworthy and valid.

Do you protect you informants from harm?

Next lecture:
Monday 5 September 10.15-12.00

Theme:
Grounded theory