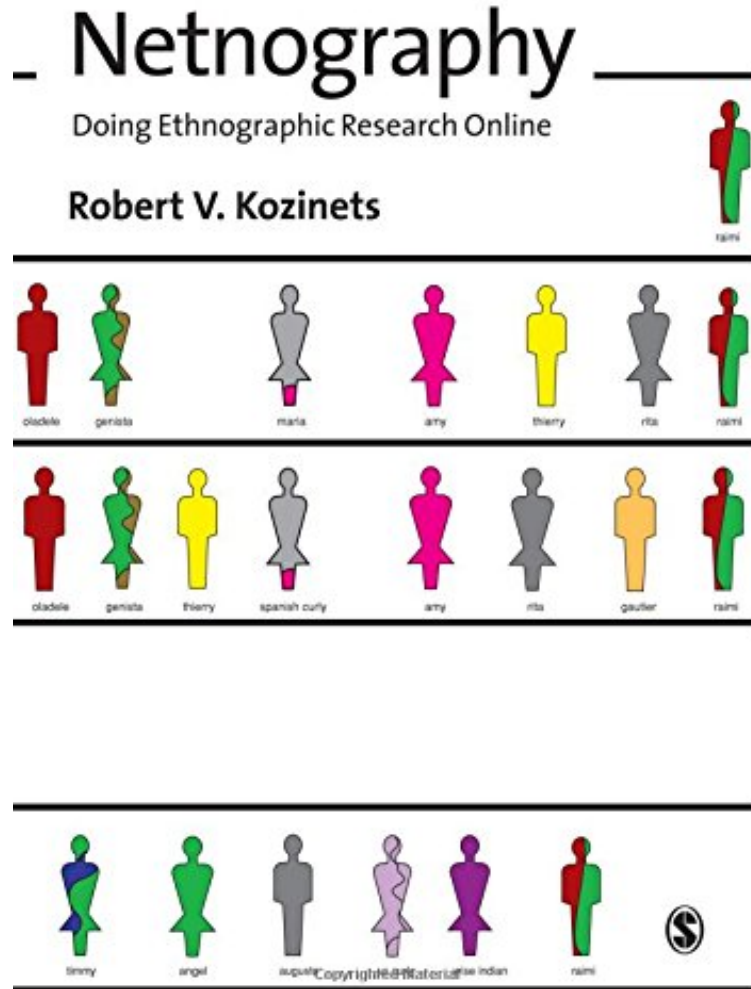


Netnography: Doing Ethnographic Research Online

Robert Kozinets

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'I find the greatest contribution of the volume to be in Kozinets' model for blending (online) netnography with (offline) ethnography...While the entire netnographic approach will appeal to Internet specialists, this `blending' aspect may attract a wider audience of anthropologists who are already familiar with, and engaging in, traditional ethnography' - Francine Barone, Journal of the Anthropological Society of Oxford-online 'A definite must for anyone interested in understanding or conducting "netnography"' - The Qualitative Report 'Netnography: Doing Ethnographic Research Online is a methodological handbook aimed at...anyone who is interested in researching online communities and cultures, and other forms of online social behavior... Using interesting examples from his own research work, the author brilliantly transfers his experience and expertise to the reader' - Eva BrajkovicUniversity of Primorska (Slovenia) 'Kozinets' call for respect, patience and researcher accountability is matched by personal, anecdotal examples that establish a good ethical tone throughout the text. Illustrative case studies of first-hand fieldwork experiences present readable and engaging vignettes to the student reader that reveal in clear terms how key ethnographic moments ... have analogous forms in netnography, including the intricate process of becoming a community member by respectfully building relationships slowly over time'-Francine Barone I find the greatest contribution of the volume to be in Kozinets model for blending (online) netnography with (offline) ethnography...While the entire netnographic approach will appeal to Internet specialists, this blending aspect may attract a wider audience of anthropologists who are already familiar with, and engaging in, traditional ethnography - Francine Barone, Journal of the Anthropological Society of Oxford-online A definite must for anyone interested in understanding or conducting "netnography" - The Qualitative Report Netnography: Doing Ethnographic Research Online is a methodological handbook aimed at...anyone who is interested in researching online communities and cultures, and other forms of online social behavior... Using interesting examples from his own research work, the author brilliantly transfers his experience and expertise to the reader - Eva BrajkovicUniversity of Primorska (Slovenia) Kozinets call for respect, patience and researcher accountability is matched by personal, anecdotal examples that establish a good ethical tone throughout the text. Illustrative case studies of first-hand fieldwork experiences present readable and engaging vignettes to the student reader that reveal in clear terms how key ethnographic moments ... have analogous forms in netnography, including the intricate process of becoming a community member by respectfully building relationships slowly over time-Francine BaroneAbout the AuthorRobert V. Kozinets is a globally recognized expert on social media, marketing, branding and innovation. Besides inventing netnography, he has authored and co-authored over 100 pieces of research on the intersection of technology, media, brands, and consumers. Robert V. Kozinets is widely recognized as the inventor of netnography, and a social media marketing and research authority. He has authored and co-authored over 150 pieces of research, and hundreds more Tweets (@kozinets) and blog posts (kozinets.net), usually about the intersection of technology, media, brands, methods, institutions, and social groups. This includes four booksthree of them Sage Method books. Currently, Kozinets is Associate Editor of the Journal of Consumer Research and the Journal of Retailing, an Academic Trustee of the Marketing Science Institute, and is the Industry seat on the Board of Directors of the Association for Consumer Research. On the industry side, he has extensive speaking, training, and consulting experience with a range of global companies and organizations, including HSBC, TD Banking and Financial Group, American Express, Merck, Sony, Nissan, eBay, Campbell Soup, and LOral. He is Professor of Marketing at York University's Schulich School of Business, where he is also Chair of the Marketing department.