

# NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

IS Teaching SEMINAR

**Title: Netnography: the Conduct of Ethnography Over the Internet**

Speaker: Ms Chen Jing (Elaine) Ph.D. candidate

Date/Time: 8 August 2014, Friday, 10:30 AM to 12:00 PM

Venue: Executive Classroom, COM2-04-02

Chaired by: Ms Carmen Leong  
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## ABSTRACT:

Online communities, such as social networking sites, forums, blogs, videocasting communities, and so on, has become an important site for research. Netnography, which is a research method derived from ethnography and specifically designed for such context, emerged as a complementary to other commonly used methodologies. In this seminar, we will discuss what netnography is, what the characteristics of netnography are, and how to conduct netnography in detail. Since netnography has been considered as particularly helpful in marketing and consumer research, as well as organization and management studies, we believe that adopting this methodology into IS domain may bring new research opportunities.

## BIODATA:

Ms Chen Jing (Elaine) is a Ph.D. candidate of the Department of Information Systems in the School of Computing at National University of Singapore (NUS). Her research interests include IT-enabled organizational routine reconfiguration, and other IT-related managerial issues. She has published her work in journals such as Information and Management, and conferences such as ICIS and HICSS.

FACULTY DISCUSSANT: Assoc Prof Atreyi KANKANHALLI