

# DIGITAL ANTHROPOLOGY AND ORGANIZATIONS

RESERACH SEMINAR

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## WHY DIGITAL ANTHROPOLOGY?

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*The primary point of this introduction, and the emergence of digital anthropology as a subfield more generally, is in resolute opposition to all approaches that imply that becoming digital has either rendered us less human, less authentic or more mediated. Not only are we just as human within the digital world, the digital also provides many new opportunities for anthropology to help us understand what it means to be human.*

*[Daniel Miller and Heather A. Horst 'The Digital and the Human: A Prospectus for Digital Anthropology']*

## WHY ORGANIZATIONS?

Our “digital imprint” becomes part of our professional lives, too. HR services are increasingly considering digital portrait/pattern/behavior of a candidate. Participation in online social networks has come to be a new way to maintain and represent an ancient notion of *reputation*.



## ABOUT RESEARCH SEMINAR

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- Digital technology use: everyday practices
- Life and death of online communities
- Interaction of online and offline worlds
- Organizations transforming their models of operation relying on digital technologies together with practices and data related to them

## OUR METHODS

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- Fieldwork: online/offline ethnography
- Analysis of text
- Analysis of images
- Analysis of behavior patterns
- Modeling of online social processes

## PROJECTS WE WILL BE LEARNING FROM

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**Scope** cross-cultural study of social media use practices

**Method** Ethnography: observing and interviewing people on their use of social media

**Example study** Why people make selfies?

## DISCOVERY: THERE ARE MANY DIFFERENT GENRES OF SELFIE

Perhaps because the word 'selfie' sounds like selfish, the activity of people taking their own photo with a smartphone and posting it on social media has become associated with self-obsession. But our research reveals a much more varied picture of selfies taken for different purposes. [Why we post project]



**Scope** Documenting current folklore functions today on the internet (memes, legends etc.)

**Method** Virtual ethnography: observing online communities online

**Example study** Online “groups of death”: what is actually happening there?

## DISCOVERY: MORAL PANIC TRANSFORMED RULES OF THE GAME

What is called “groups of death” is actually a form of netstalking, a game for the youth with a function somewhat similar to scary stories told in the dark. However through media this game caused a moral panic in the society which transformed the game itself. Before players were just waiting for the rules to be given, but after media hype started to part into “players” and “curators”.



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