

Ethnography and Virtual Worlds

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ETHNOGRAPHY AND VIRTUAL WORLDS

A HANDBOOK OF METHOD

Tom Boellstorff
Bonnie Nardi
Celia Pearce
T.L. Taylor

Foreword by
George Marcus



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著者:Tom Boellstorff

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"Ethnography and Virtual Worlds" is the only book of its kind - a concise, comprehensive, and practical guide for students, teachers, designers, and scholars interested in using ethnographic methods to study online virtual worlds, including both game and nongame environments. Written by leading ethnographers of virtual worlds, and focusing on the key method of participant observation, the book provides invaluable advice, tips, guidelines, and principles to aid researchers through every stage of a project, from choosing an online fieldsite to writing and publishing the results. This title provides practical and detailed techniques for ethnographic research customized to reflect the specific issues of online virtual worlds, both game and nongame. It draws on research in a range of virtual worlds, including Everquest, Second Life, There.com, and World of Warcraft. It provides suggestions for dealing with institutional review boards, human subjects protocols, and ethical issues. It guides the reader through the full trajectory of ethnographic research, from research design to data collection, data analysis, and writing up and publishing research results. It addresses myths and misunderstandings about ethnographic research, and argues for the scientific value of ethnography.

作者介绍:

Bonnie Nardi: a faculty member in the Department of Informatics in the Donald Bren School of Information and Computer Sciences at the University of California, Irvine.
nardi@uci.edu (<http://www.artifex.org/~bonnie/>)

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标签

人类学

数字人类学

互联网

anthropology

methodology

研究方法

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Media

评论

方法论方面的介绍未来有助于自我辩护。

很好的数字人类学手册。

老师的书，课上required book，主要是讲在virtual world的context下ethnography method的，很易读易懂，只是是在virtual world的context下的，所以木有很详细的ethnography methods讲解

一般吧。就是新瓶装旧酒，本书的assumption貌似就是网络民族志是传统民族志的延伸，于是把所有传统民族志的方法罗列了一遍，其实更应该花篇幅来厘清网络民族志的particularity，这种独特性应该不仅仅存在于所谓的资料收集吧。总之作者们真偷懒。
◦

没有那么多可以take-away吧，很多都是质性研究常识知识的学术表达。Methodology比较和Ethic两章适合引用。感觉看四位作者的独立专著可能收获更大一点。

整体还可以。反正这本书国内做网络民族志研究的人很喜欢引用，我个人更喜欢Daniel Miller的书。

手把手教你怎么在网游里做田野。

手把手教你做田野…但其实感觉更多的还是关于民族志的基本方法，很难说在digital上的做法有多么特别，将virtual world基本限定在网络游戏上也略有点普适性不足。某几章读到笑出声，为了做田野你首先要有个好宽带，wow的田野把等级练到80级…感觉是真的想打游戏

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书评

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