

Subject card

Subject name and code	Netnography, PG_00130800						
Field of study	Cultural Studies						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study		
Mode of study	full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		3.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Division of Culture Studies -> Institute of Culture Studies -> Faculty of Languages -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Aleksandra Paprot-Wielopolska				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		2.0		43.0	75
Subject objectives	The aim of the course is to provide knowledge of methods, techniques and tools (mainly of an ethnographic nature) that enable online research, as well as to familiarize and develop students with the ability to critically analyze and interpret content posted and created on the Internet in the context of selected socio-cultural phenomena.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[KULL3_K02] Student can determine the means and methods for achieving specific tasks, acting in an entrepreneurial manner.	The student is able to determine the work schedule and tasks in a group project.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[KULL3_W04] Student has general knowledge about social, philosophical, and historical issues that form the foundation for reflection on culture and art.	The student has a structured general knowledge of issues related to socio-cultural phenomena on the Internet.	[SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[KULL3_U02] Student possesses research skills, including formulating and interpreting research problems, selecting methods and tools, and developing and presenting results. These skills allow them to conduct research in the field of culture and art under the guidance of a research supervisor.	The student has the ability to prepare a research project, conduct research and prepare a report with a presentation.	[SU2] presentation/project/paper/report [SU3] text preparation/written work [SU8] observation of student's independent or team work
	[KULL3_K05] Student actively participates in cultural and artistic life.	The student observes socio-cultural phenomena on the Internet.	[SK8] observation of student's independent or team work
	[KULL3_U01] Student conducts searches, analyzing, evaluating, and selecting information using various media while respecting intellectual property.	Students can search, analyze and evaluate information on the Internet.	[SU2] presentation/project/paper/report [SU3] text preparation/written work
	[KULL3_W02] Student is familiar with the terminology in the field of cultural and religious studies, as well as art studies.	The student is familiar with the terminology of cultural anthropology and the methodology of qualitative research with particular emphasis on netnography.	[SW1] oral statement/conversation/discussion [SW3] text preparation/written work
	[KULL3_K03] Student correctly identifies and resolves problems related to the cultural studies profession, whether specializing in cultural criticism and popularization, cultural animation, or electronic media culture and website editing.	The student is able to recognize socio-cultural phenomena on the Internet.	[SK1] oral statement/conversation/discussion [SK5] implementation of a problem task [SK8] observation of student's independent or team work
	[KULL3_W06] Student has detailed knowledge in the fields of visual arts, theater, music, film, performance, and literature.	The student has a structured detailed knowledge of qualitative research methods related to techniques in the field of netnography.	[SW2] presentation/project/paper/report [SW3] text preparation/written work

Subject contents	1 Introduction to netnography		
	2 Research design: problems, objectives, research questions and assumptions		
	3 Qualitative research methods: observation		
	4 Qualitative research methods: autoethnography		
	5 Qualitative research methods: interviews		
	6 Creating research tools		
	7 Research ethics on the Internet		
	8 Journal of the researcher		
	9 Qualitative analysis methods and discourse analysis		
	10. Creation of bibliography for the project, qualitative analysis		
	11. Visual analysis		
	12. Identity on the Internet		
	13. Activities of cultural institutions on the Internet		
	14. E-folklore, or folklore on the Internet		
	15. Report presentations		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Preparation and implementation of a group research project on a selected topic along with a final presentation (written and multimedia)	51.0%	70.0%
	knowledge of assigned readings and activity in class discussion	51.0%	20.0%
	attendance in class: two absences per semester are allowed - each subsequent absence regardless of the reason must be made up during consultations	51.0%	10.0%

Recommended reading	Basic literature Cichocki P., Jędrkiewicz T., Zydel T., 2012, Etnografia wirtualna, w: Badania jakościowe. Metody i narzędzia, ed. D. Jemielniak, t. 2, Warszawa: Wydawnictwo Naukowe PWN, pp. 203220. Flick U., 2011, Jakość w badaniach jakościowych, Warszawa: PWN. Materiały wizualne w badaniach jakościowych, Warszawa: PWN Hammersley M., Atkinson P., 2000, Metody badań terenowych, Poznań: Zysk i S-ka. Jagiello E.A., Modnicka N., 2011, Pułapki sieci o etycznym wymiarze badań antropologicznych w internecie, LUD, vol. 95, s. 105125. Jemielniak D., 2013, Netnografia, czyli etnografia wirtualna nowa forma badań etnograficznych, Praksekologia, no 154, pp. 97116. Kamińska M., 2014, Autoetnografia jako technika badań etnograficznych w Internecie, Przegląd Socjologii Jakościowej, vol. 10, no 3, pp. 170183. Kania M., 2011, Kreowanie tożsamości internetowej. Przykład Facebooka jako twórcy sztucznej inteligencji, LUD, no 95, pp. 127141. Kozinets R.V., 2012, Netnografia. Badania etnograficzne online, tłum. M. Brzozowska-Brywczyńska, Warszawa: Wydawnictwo Naukowe PWN. Kvale S., 2010, Prowadzenie wywiadów, Warszawa: PWN. Miller P., 2012, Wprowadzenie do obserwacji online: warianty i ograniczenia techniki badawczej, Przegląd Socjologii Jakościowej, vol. 8, no 1, pp. 7697. Rapley T., 2010, Analiza konwersacji, dyskursu i dokumentów, Warszawa: PWN. Piłat-Kobiela A., Prokop-Dorner A., 2022, Pandemiczna Piaskownica - netnografia społeczności internetowej matek w czasie kryzysu zdrowotnego, "Przegląd Socjologiczny", 71(2), pp. 85-113. Banks M., Materiały wizualne w badaniach jakościowych, Wydawnictwo Naukowe PWN, Warszawa 2009, Podejścia w badaniach wizualnych: pp. 69-102. Ćwikła M., 2022, Budowanie relacji z publicznością w internecie. Netnografia działalności polskich teatrów w czasie pandemii, Zarządzanie Mediami, vol. 9, no 2, pp. 339-353. Grochowski P., Folklorysta w sieci. Prelogomena do badań folkloru internetowego, w: Netlor. Wiedza cyfrowych tubylców. Toruń. Deredas A., Potrowska A., 2013, Dziennik terenowy. Zapis stawania się badaczem, w: Nie tylko o wsi. Szkice humanistyczne dedykowane Profesor Marii Wieruszewskiej-Adamczyk, ed. D Kasprzyk, Łódź: Wydawnictwo UŁ, pp. 263-285. Kuźma I., 2008, Etnologiczna kategoria terenu a internet, w: E-kultura, e-nauka, e-społeczeństwo, red. B. Płonka-Syroka, M. Staszczak, WarszawaWrocław: Oficyna Wydawnicza Arboretum.
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		Binder P., Wywiady online w badaniach jakościowych okresu pandemii: inkluzywny potencjał, zagrożenie wykluczeniem i jakość gromadzonych danych, "Kultura i Edukacja", 3(137), pp. 38-62.
	Supplementary literature	Jemielniak D., 2019, Socjologia internetu, Warszawa: Wydawnictwo Naukowe Scholar. Jemielniak D., 2013, Życie wirtualnych dzikich. Netnografia Wikipedii największego projektu współtworzonego przez ludzi, Warszawa: Poltext. Kamińska M., 2011, Niecne memy: dwanaście wykładów o kulturze Internetu, Poznań: galeria Miejska Arsenał.
	eResources addresses	
Example issues/ example questions/ tasks being completed	1. Netnography as a form of ethnographic research for analyzing online cultures and communities.2. Methods of cultural research on the Internet and the ethics of conducting research.3. Social media - the Internet as a space for the emergence of communities of a new type.4. Production of knowledge - tools and mechanisms of creating virtual discourse by members of online communities and cultures.5. Formation of individual and collective identity on the Internet.6. Study of environments - communities on the Internet: fan groups, professional groups, hobby groups and online cultural phenomena.7. Relationships, social ties and emotions on the Internet.8. Specifics of mediated contacts on the Internet: auditory, visual, audiovisual and textual communication.9. Virtual world vs. real world - communities and cultures functioning in both worlds. 10. Cultural participation on the Internet.11. The phenomenon of globalism and glocality on the Internet.	
Work placement	Not applicable	

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