

# CONTENTS

Acknowledgements	vi
1 Cultures and Communities Online	1
2 Understanding Culture Online	21
3 Researching Online: Methods	41
4 The Method of Netnography	58
5 Planning and Entrée	74
6 Data Collection	95
7 Data Analysis	118
8 Conducting Ethical Netnography	136
9 Representation and Evaluation	157
10 Advancing Netnography: the Changing Landscape	174
Endnotes	185
Glossary	188
Appendix 1 Online Informed Consent Form to be Used on Research Webpage	194
Appendix 2 A Poem/Song about the Conduct of Netnography	197
References	198
Index	213