

NETNOGRAPHY: REDEFINED



2nd Edition

Robert V Kozinets



Los Angeles | London | New Delhi
Singapore | Washington DC

TABLE OF CONTENTS

<i>Acknowledgments</i>	vii
<i>About the Author</i>	xi
1 Introduction	1
2 Networked Sociality	23
3 Researching Networked Sociality	53
4 Netnography Redefined	79
5 Planning and Preparation	101
6 Ethics	127
7 Data Collection	161
8 Researcher Participation in Data Collection and Creation	177
9 Data Analysis and Interpretation	197
10 Representation	233
11 Humanist Netnography	263
<i>References</i>	279
<i>Index</i>	297

