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Digital Storytelling, Fall 2017
#storyf17 Walks into the Student Center

In this project we are going to consider ourselves ethnographers who are researching a little known culture known as the Campion Student Center. The goal is to record as much information about this culture and its surroundings so that we can write a transmediated digital story for a prominent magazine, such as *Harper's*, *Smithsonian*, or *Rolling Stone*.

Like much *in situ* ethnographic research we will be working as a large group *and* we will be paying attention not only to the culture but how we are conducting our ethnographic fieldwork. Yes, we will eventually be observing ourselves—that is reflecting on what you are doing while you are actually doing it (how you are approaching people, where you tend to be spending the most time, how comfortable you are feeling, how people are responding to you, and so on).

Because we have a MWF class schedule, we will be completing this work over two class periods.

The Schedule for October 2

10:35: Break in to 3 groups to complete the following:

1. For homework you were asked to “come to class with a list of 10 strategies Emerson, Fritz, & Shaw, suggest for participating in the research process, observing the spaces in which you find yourself, and composing jottings in your notebooks (jottings are distinct from fieldnotes).” Share your list of 10 strategies with your group and make a master list of *at least* 20.
2. Discuss and create a *thoroughly extensive* master list *all* of the possible research opportunities afforded by and in this culture, the Campion Student Center, and who in this culture are the important people to observe/study/talk with and so on

Assign research opportunities to each group member. All items in the list must be covered by at least 1 group member.

The Schedule for October 4

10:10: Meet in Campion Student Center Sun Room 1

10:15: Groups break up and each student begins their work, consciously employing observing, participating, and jotting methods discussed in Chapter 2 of *Writing Ethnographic Fieldnotes*. That is, **only employ these methods, not methods that you've used in the past** (unless they overlap). Record as much information/data as you can. More is better than less. Engage with the community when you have an opportunity and stand back when you think that is better. **Make sure you are recording using jottings and not complete sentences.**

- In addition, each member of each group will be required to compose a detailed description (350 words) of one Campion Student Center user's hair. So, be sure to record observations about that, as well.

10:45: Return to BW and write down observations of how you were in the space. What would you like to improve? What did you do well?

10:55: Chat a bit and then depart.

Homework

Part 1

To be completed by class time on Friday, October 6.

Return to the Campion Student Center (or a similar kind of space, such as the Merion Hall atrium) in the middle of the day when it is crowded. Spend 30 minutes completing another set of jottings. Look to your self-reflection observations from the in-class activity and try to improve upon those areas you noted.

Part 2

To be completed by class time on Wednesday, October 11.

I'd like you to create 3 blog posts and post them to your course investigation blog:

Post 1

Scan or take cell phone photos of all jottings and post them to your blog. In the same blog post, translate jottings from 2 - 3 pages of jottings into full sentences that are more legible, understandable, and descriptive. See the examples on pages 52 – 55 of the reading for what you should do. Note how many sentences come from just a few lines of jottings.

Post 2

Compose detailed notes creating 2 distinct scenes. Use the methods to create scenes discussed in chapter 3 in *Writing Ethnographic Fieldnotes*. Note that this is different from the method of translating jottings into full sentences. (If the scenes are not based on the same notes as in Post 1, include scans of the fieldnotes that inform your scenes.) The post should be as long as you feel it needs to be.

Post 3

Write 350 words about one Campion Student Center user's hair and write about 350 words in which you reflect on your own activities in the space.

In all your posts, be detailed, thorough, engaging, and so on. Do not mention people's full names or SJU (call it a generic student center).