

Qualitative research in digital environments

ECTS : 3

Description du contenu de l'enseignement :

This module aims to deepen knowledge of qualitative methodologies with a focus on online approaches or those requiring digital technologies, and to understand the specific implications in terms of data collection methods and analysis techniques.

Examples of topics covered: netnographies and digital ethnographies, walk-through methods and other app studies; the role of digital technologies in interviews or observations; online data collection (web scraping); data analysis for large-scale collections; and mixed methods.

Compétence à acquérir :

At the end of the module, students will:

- Understand the potential of digital environments for designing and conducting qualitative research. Understand the limitations of digital environments for qualitative research
- Be able to use digital tools for qualitative data collection and analysis.
- Critically assess the ethical implications of digital qualitative research.
- Apply netnography and digital ethnographic methods in research projects.
- Analyze digital platforms and applications in relation to consumer behaviour/marketing
- Implement web scraping techniques for qualitative data collection.
- Integrate mixed methods approaches in digital research contexts.

Mode de contrôle des connaissances :

Group Project and Class Attendance

Bibliographie, lectures recommandées :

Methodological Resources :

- Caliandro, A., & Gandini, A. (2016). *Qualitative research in digital environments: A research toolkit*. Routledge.
- Kozinets, R. V., & Gretzel, U. (2024). Netnography evolved: New contexts, scope, procedures and sensibilities. *Annals of Tourism Research*, 104, 103693.
- Gruen, A., & Mimoun, L. (2024). Conducting consumer interviews online and offline. In *Handbook of Qualitative Research Methods in Marketing* (pp. 197-209). Edward Elgar Publishing.
- Guyt, J. Y., Datta, H., & Boegershausen, J. (2024). Unlocking the potential of web data for retailing research. *Journal of Retailing*, 100(1), 130-147.
- Boegershausen, J., Datta, H., Borah, A., & Stephen, A. T. (2022). Fields of gold: Scraping web data for marketing insights. *Journal of Marketing*, 86(5), 1-20.

Article Examples:

- Cornudet, C., Laporte, M. E., Berger-Remy, F., Parguel, B., & Richet, J. L. (2025). When Food Scanner Apps Outperform Front-of-Pack Nutrition Labels: A Conditional Process Model to Foster Healthier Food Choices in Times of Growing Distrust. *Psychology & Marketing*.
- Bainotti, L., Caliandro, A., & Gandini, A. (2021). From archive cultures to ephemeral content, and back: studying Instagram Stories with digital methods. *New Media & Society*, 23(12), 3656-3676.
- Cocker, H., Mardon, R., & Daunt, K. L. (2021). Social media influencers and transgressive celebrity endorsement in consumption community contexts. *European Journal of Marketing*.

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