

## METHODS

### Computer-mediated discourse analysis

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### Content analysis

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## Netnography

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## Online ethnography

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Hine, C. (2008). Virtual ethnography: Modes, varieties, affordances. In N. Fielding, R. M. Lee, & G. Blank (Eds.), *The SAGE handbook of online research methods* (pp. 257-270). Thousand Oaks, CA: Sage.

Steinmetz, K. F. (2012). Message received: Virtual ethnography in online message boards. *International Journal of Qualitative Methods*, 11(1), 26-39. Retrieved from <http://ejournals.library.ualberta.ca/index.php/IJQM/article/view/9041>

## DATA COLLECTION, MANAGEMENT

Diigo ([www.diigo.com](http://www.diigo.com))

Jing ([www.techsmith.com/jing.html](http://www.techsmith.com/jing.html))

## DATA ANALYSIS

SketchEngine ([www.sketchengine.uk](http://www.sketchengine.uk))