## **Online Ethnography**

## Data sheet

<b>Source</b> (e.g. community or social media platform)	

<b>Data record</b> (e.g. quote)	Recorded observations  (e.g. demographics, communication style, interests, social media habits, content published/shared)	<b>Interpretation</b> (i.e. what could this data mean)	Themes (i.e. what common patterns do you see)