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Article:	**Ethnographic Approaches to Remote Digital Culture**
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ABSTRACT

The purpose of this study is to analyze the relationship between culture and community, which are becoming more obscure in the quickly changing world of digital communication and interaction. Remote digital cultures provide rich and complex tapestries of social conventions, identity development, and human Behavior. These cultures were born and raised in the massiveness of the internet. Innovative methodological techniques that may successfully negotiate the complexities of online environments while encapsulating the spirit of digital communities are necessary to comprehend these cultures. In this effort, ethnographic methodologies prove to be extremely useful instruments, providing comprehensive and thorough understandings of people's lived experiences in distant digital societies. Data collected from undergraduate students (around 60) to analyze their social interaction with others in university through different technologies to promote social bonds and social relationships. The normative structure of social bonds and relationships has been studied. In research methodology, extensive ethnographic technique required physical immersion in communities to observe rituals, customs, and social interactions firsthand in social relationships. However, researchers have modified their approaches to studying distant digital cultures as digital technologies have altered human interactions increasingly.

Key words: ethnographic approaches, remote digital culture, social bound and social relationship.

Introduction

Studying culture through ethnographic methods entails observing and comprehending the dynamics of human interaction, communication, and community building, in online environments. In contrast to ethnography that requires immersion in a community or culture remote digital ethnography centers, on engaging with virtual communities, social media platforms, online forums, and various digital realms.

Here is a breakdown of the elements involved in studying digital culture through ethnographic methods.

Participant observation like ethnography researchers fully engage themselves in the culture they are investigating. This could mean joining groups taking part in conversations and observing interactions without disclosing their research goals. A second tool is based on interviews and surveys where researchers interact with members of the community through interviews and surveys to gather insights into their experiences, behaviors, and viewpoints. These interactions can occur via channels like email, video calls or online platforms.

A third is network analysis to give understanding in structure of networks and relationships is essential for comprehending culture. By mapping connections, between individuals, groups and communities' researchers can identify interaction patterns and influences. In ethnographic approach the most important part is ethical considerations where ethnographers must address challenges when conducting research online including issues related to consent, privacy rights and anonymity. It is crucial for researchers to uphold boundaries and rights during ethnographic studies. During research a part of reflection is important throughout the study process, researchers consider their own positionality and prejudices. This entails recognizing the ways in which their individual identities and life experiences influence the way they see and comprehend digital culture. Now in this era anthropologist and media researcher are using digital tools and technology for data analysis they are using visualization software, social media monitoring tools, and digital archives are just a few of the digital tools and technology that ethnographers use to help in their research. In this reference a multimodal Analysis is also link with ethnographic techniques like text, photos, videos, and emojis are frequently used in multimodal forms of communication that are a part of digital culture. Ethnographers examine these many forms of communication to understand context and meaning in digital encounters.

In general, anthropological methods to examine digital culture provide deep insights into the intricate and changing ways that people interact with technology, create online groups, and negotiate their identities and places in them.

Objectives

- To study virtual proximity vs. physical distance
- To study the use of digital technology.
- To explore how technology works for community formation and maintaining social bonds and relationships.
- To analyze how digital tools help to facilitate emotions and support relationships.

Research Questions

- In virtual communities, how can people create and preserve social ties?
- How do people create and act out their identities in virtual environments?

- What effects do various digital platforms have on communication norms and practices?
- What moral dilemmas come up while doing ethnographic research in distant digital settings?

Literature Review

It is difficult to pinpoint the precise number of academics who have studied ethnographic methods to distant digital culture since the area is so broad and multidisciplinary. It is also hard to give an exact count because fresh scholars keep coming into this field of study. Nonetheless, it is reasonable to state that many academics have used ethnographic approaches to study distant digital culture. These academic fields include anthropology, sociology, communication studies, media studies, and information science. These academics are drawn from independent research groups, universities, and research centers worldwide.

With scholars examining a wide range of online communities, identities, communication, and social activities, the area of digital ethnography is always changing. Because of this, there is a substantial and expanding body of work on anthropological approaches to remote digital culture.

Tom Boellstorff (2008) explores the Virtually Human" examines how individuals construct and experience their identities in virtual settings and provides an anthropological description of the virtual world Second Life. His study emphasizes how important virtual worlds are as platforms for cultural expression and social engagement. Heather A. Horst and Daniel Miller (2012) also worked on "Digital Anthropology," they discussed the perspectives on how digital technology is incorporated into daily life globally. Their study focuses on globalization, mobility, and inequality while examining the social, cultural, and economic facets of digital culture. Mimi Ito (2009) studies how young people use digital media for socializing, informal learning, and creative expression. Her research on youth culture, digital media, and learning can be found in publications like "Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media". The variety of young people's experiences in digital settings is highlighted in her work. An individual work of Daniel Miller in (2011) Miller's solo study, such as "Tales from Facebook," provides anthropological insights into the social dynamics and cultural practices of online platforms like Facebook, in addition to his joint work with Heather A. Horst. His research illuminates the ways in which digital technologies influence daily life and social connections.

Jordon Kraemer (2010) sheds light on the social and economic dynamics of distant digital environments through his studies on virtual worlds, gaming culture, and digital work. Her research focuses on virtual economics and creative creation while examining questions of identity, community, and power within online networks. Keith Hart also publishes his work (2001) on a book. "Money in an Unequal World" highlights Hart's anthropological research on money and economic life, providing insights on the function of financial technology and digital currencies in the context of global capitalism. His study looks at how digital technology alters social interactions and mediates economic transactions.

Turkle (1995) examines the social interaction patterns, identity experimentation, and role-playing dynamics that define virtual communities in his ethnography of online identity in MUDs (multi-user dungeons). Similar to this, boyd's (2008) investigation into social networks looks at how college students perform when presenting themselves, managing their privacy, and creating networked identities on sites like Facebook and Myspace.

Social media's ascent has changed the face of digital culture, leading anthropologists to investigate how networked communication affects identity development, social interactions, and cultural expression. Boyd's (2014) ethnography of teenagers using Facebook and Twitter sheds light on the intricate dynamics of young people's peer connection, online socializing, and privacy control. Similarly, Gillespie (2010) investigates how cultural practices, norms of participation, and power structures influence the creation and dissemination of user-generated material on the video-sharing website.

By using anthropological techniques to investigate the social, cultural, and economic aspects of digital culture, these anthropologists and others have significantly advanced the study of distant digital culture. Their research provides insightful information on how individuals interact with and are impacted by digital culture in many global contexts.

Research Methodology

In research, a qualitative methodology has been used to collect data from 60 respondents from university students. As data collection was difficult because of digital ethnography techniques. But few methods helped in data collection.

Ethnographic methods offered valuable perspectives on the daily lives and traditions of people in distant digital societies. Yet, they come with various challenges such as access limitations, ethical concerns, and the need for self-awareness. Scholars need to handle the intricacies of conducting research online, establish their role in virtual groups, and carefully consider how their research methods impact the creation and portrayal of knowledge.

Participant Observation

Engage in participant observation within the selected digital communities. Researchers spent time immersing themselves in the university environment, observed interactions, participated in discussions, and documented observations. Taken note of cultural practices, communication norms, power dynamics, and any other relevant factors. Most of the students hesitated to share their social relationship and boundness with other program mates in university. They were more focused on emotional elements as compared to daily conversation.

Interviews and Surveys

Conduct interviews and surveys with members of the digital communities to gather additional insights. Use open-ended questions to encourage participants to share their experiences, perspectives, and beliefs related to remote digital culture.

Table: 1 Demographics of 60 Participants (29 Males and 31 Females)

Serial No.	Participant	Gender	Qualification	Interest
1	Student 1	Male	BS - English	Writing for digital media
2	Student 2	Male	BS - Psychology	Cultural Heritage
3	Student 3	Female	BS – Media and Communication Studies	Videography for heritage sites
4	Student 4	Male	BS - English	Cultural Studies
5	Student 5	Female	BS – English	Writing Blogs

6	Student 6	Female	BS – Media and Communication Studies	Photography
7	Student 7	Male	BS – Psychology	Community Welfare
8	Student 8	Male	BS – Psychology	Travelling
9	Student 9	Male	BS – International Relations	Developmental studies
10	Student 10	Female	BS – English	Language and culture
11	Student 11	Female	BS – International Relations	International Peace
12	Student 12	Female	BS – English	Cultural Studies
13	Student 13	Male	BS – Psychology	Adventure through cultural sites
14	Student 14	Male	BS – Media and Communication Studies	Photography of cultural sites
15	Student 15	Female	BS – International Relations	Digital Media
16	Student 16	Female	BS – Media and Communication Studies	Online Media
17	Student 17	Female	BS – Psychology	Metal Peace through travelling
18	Student 18	Male	BS – English	Writing for digital media
19	Student 19	Female	BS – English	Blog writing
20	Student 20	Male	BS – Psychology	Metal Health and Cultural Values
21	Student 21	Male	BS – Media and Communication Studies	Digital Media
22	Student 22	Male	BS – Media and Communication Studies	Cultural Heritage
23	Student 23	Female	BS – Media and Communication Studies	History
24	Student 24	Female	BS – Media and Communication Studies	Digital Media
25	Student 25	Female	BS – Psychology	Peace through adventure
26	Student 26	Male	BS – Psychology	Blog writing
27	Student 27	Male	BS – International Relations	Chinese Culture
28	Student 28	Male	BS – Psychology	Attitudes and values in cultural studies
29	Student 29	Female	BS – English	Cultural Writing

30	Student 30	Male	BS – English	Pakistani Cultural
31	Student 31	Female	BS – Media and Communication Studies	Digital Media
32	Student 32	Female	BS – Psychology	Psychology and digital media
33	Student 33	Male	BS – English	Blog writing for cultural values
34	Student 34	Female	BS – English	Travelog and culture
35	Student 35	Female	BS – International Relations	International Peace
36	Student 36	Female	BS – Psychology	Community and Culture
37	Student 37	Male	BS – English	Travelling and Writing
38	Student 38	Male	BS – Psychology	Mental Health and Culture
39	Student 39	Male	BS – Media and Communication Studies	Film making
40	Student 40	Male	BS – International Relations	Peace and Conflict
41	Student 41	Female	BS – Media and Communication Studies	Film making
42	Student 42	Female	BS – Media and Communication Studies	Photography for digital media
43	Student 43	Male	BS – Media and Communication Studies	Short film making
44	Student 44	Female	BS - Psychology	Peace through travelling
45	Student 45	Female	BS – English	Blog writing
46	Student 46	Male	BS – English	Writing for digital media
47	Student 47	Female	BS – Psychology	Cultural Traditions and Mental Health
48	Student 48	Female	BS – International Relations	Chinese Language
49	Student 49	Male	BS – Psychology	Human Interests and Mental Health
50	Student 50	Female	BS – Psychology	Human Life
51	Student 51	Male	BS – English	Blog writing
52	Student 52	Male	BS – Psychology	Cultural Studies and Psychology
53	Student 53	Female	BS – Media and Communication	Digital media
54	Student 54	Female	BS – Media and Communication	Cultural Communication
55	Student 55	Female	BS – Psychology	Human Psychology

56	Student 56	Male	BS – Psychology	Educational Psychology
57	Student 57	Male	BS – International Relations	NGOs
58	Student 58	Female	BS- English	Culture in Literature
59	Student 59	Male	BS – Media and Communication Studies	Digital Cultures
60	Student 60	Female	BS – Psychology	Mental Wellbeing through travelling

Data Analysis

Analyze the qualitative data collected through participant observation, interviews, and surveys. Used thematic analysis, content analysis, or other appropriate methods to identify recurring themes, patterns, and trends within the data.

Triangulation

For the validity, the research findings compared insights gathered from various sources, such as participant observation, interviews, and existing literature. Triangulation helped ensure the reliability and credibility of your research findings.

Ethical Considerations:

Throughout the research process, adhere to ethical guidelines for conducting research with human participants. Obtain informed consent from participants, respect their privacy and confidentiality, and ensure that your research does not cause harm to individuals or communities.

Thematic Analysis

Themes	Frequency	Verbatim
Digital Spaces as Cultural element	40% of participant state that they are using social media, platforms, online forums, virtual worlds, or multiplayer games	The respondents said most of the time they are using social media to strengthen their social relationships with and out of their circle. They never have any problem sharing their thoughts and feelings with other community members. They sometimes face trust issues while conversing via WhatsApp and Facebook, but they still believe they have some bounds with others based on their desire. These spaces become arenas for cultural expression,

		interaction, and identity formation.
Formation of Norms and social dynamics	5% of participants state that through remote digital culture students learn new norms and social dynamics which determine their thought and new modern era.	As per perception of respondents, with the passage of time things are changing which is impacting on human relationships. We have strong groups through online bound. It is not necessary to be a physical activity. We are attached with other department societies without daily physical relationship.
Identity Negotiation and Performance	10% of participants state that the digital world is enhancing individual performance and gives them a unique identity.	In the realm of remote digital cultures, respondents discussed their experiences. They said online learning of social relationships is a unique chance to explore and negotiate their identities in manners that may not be feasible in offline settings.
Technological Advancement	12% of participants state that we should admire remote digital culture. Recent technology is giving us a new trend to make our relationship strong and compactable.	Students said technological advancement is of utmost importance in shaping the encounters and engagements of individuals in distant digital cultures.
Social Media and Online Platforms	50% of participants are using social media and online platforms to bond themselves with other university fellows.	Respondents said that social networking sites and virtual discussion boards have a crucial impact on fostering social connections among university students. Facebook, Instagram, and Snapchat, among other platforms, empower us to remain in touch, exchange news, and coordinate social events.

Cultural and Diversity Initiatives	10% of participant state about the cultural and diversity initiative in their groups and in university to bound their relationship	Students also share their culture and take initiatives to preserve and make good relationships with other university students.

Result and Discussions
Online Community Formation

Research from ethnographic studies constantly shows that online community formation in distant digital cultures is complex. These communities, which are based on common identities, interests, or pastimes, frequently transcend geographic boundaries. To promote a sense of community and social cohesiveness, participants were engaged in a variety of social interaction techniques, such as text-based communication, multimedia sharing, and cooperative activities.

Identity Negotiation and Performance:

Respondents have the chance to explore and negotiate their identities in remote digital cultures in ways that might not be feasible in offline settings. Ethnographic research reveals the nuance and fluidity of identity formation in online contexts (Barboza & Osterlund, 2007). Participants can take on the roles of various avatars or personas, experimenting with different social identities and subcultural norms influencing self-expression. Within remote digital cultures, they are Given opportunities to experiment and locate their identities in ways which may not be possible offline

At little as it may sound; there distinct opportunities for personal exploration and identity negotiation in the realm of remote digital cultures, that are simply not possibly offline. Practice-based research of ethnographic nature has uncovered that the processes behind identity constructions in virtual spaces are alive and well. In these spaces, participants adopted multiple personae or avatars, conducted different social roles and engaged in self-expressive practices that are influenced by cultural norms, sub-cultural affiliations and the affordances offered by digital platforms.

Technological Advancement

The development of technology has a significant impact on how people interact and engage with remote digital cultures in Pakistan. The significance of digital interfaces, virtual environments, and networked infrastructures in mediating social interactions and physical presence is underscored by ethnographic research. Participants move between the digital and physical realms with ease, navigating the boundaries between their online and offline identities and exploring new ways that digital technologies enable empowerment and embodiment.

These findings contribute to the continuing theoretical debates in the fields of cultural studies, media studies, and digital anthropology. The significance of comprehending remote digital culture as an ever-evolving and developing field of cultural production was underscored by the respondents. The blending of several kinds of social interaction, identity development, and representation characterizes this culture.

A couple of instances of the move's college understudies make to convince social variety and presence are variety studios, unfamiliar understudy programs, and social

celebrations. Through far off computerized networks, these drives assume a basic part in fostering a different and comprehensive college local area by advancing fellowships, diverse associations, and a sensation of worldwide citizenship. Distant computerized culture advanced better approach for learning things according to understudy's prerequisite. These discoveries add to the proceeding with hypothetical discussions in the fields of social examinations, media studies, and computerized humanities. The meaning of grasping far off computerized culture as an always advancing and creating field of social creation was highlighted by the respondents. The mixing of a few sorts of social communication, personality improvement, and portrayal describes this culture.

The regular schedules and customs of individuals living in far off computerized social orders can be better grasped utilizing ethnographic techniques. Nonetheless, they likewise give a few troubles, including access limitations, moral issues, and the prerequisite for mindfulness. Scholastics should explore the intricacies of leading examination from a distance, characterize their place in virtual networks, and give cautious idea to what their exploration techniques mean for the creation and portrayal of information. Expected headings for future exploration could involve looking at the connections that exist between far off computerized culture and more extensive socio-policy centered issues like advanced private enterprise, globalization, and observation.

Conclusion

Ethnographic methodologies give a knowledge into the intricacies of far off internet based networks and show how people address issues connecting with actual presence, personality, or social associations. The scholarly local area can more readily figure out the social variety of far off advanced societies and their effect on the present society through basic examinations of new turns of events, hypothetical structures, or exploration strategies. Keeping up with social contacts and associations during college is fundamental for understudies' general prosperity, scholarly achievement, and self-improvement. Through taking part in different exercises, whether nearby or off-grounds, understudies lay out ties, develop kinships, and cultivate a sensation of consideration inside the college climate. These social bonds upgrade the college venture as well as assume a part in laying out persevering through organizations and backing structures.

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