**Digital Methods as Mainstream Methodology: Opportunities and Challenges**

**The Field**
- Defining / bordering the field: Implications of online phenomena and practices for theories of the self, society, and identity & culture.
- Distinction between online methods, and social & cultural practices that happen online.
- Tensions and paradox: general and particular.
- Boundaries of academia - where does innovation come from? Parallels with journalism.

**Methods and Tools**
- Thinking critically about the mainstream: Why do we want to get into the mainstream?
- Convergence between online and offline: Comparison easier (same tool for everybody).
- Native digital methods (Richard Rogers): A starting point for (apparently) non-digital issues.
- Acceleration of research process (pro or con?): To considering the banal / everyday.
- Easier longitudinal research: Exploring interactions rather than single units.
- Wide range of data available: Good for studying certain groups (age, elite).

**Epidemiology**
- Different methods interconnecting / informing each other: Comparison easier (same tool for everybody).
- Understanding alongside other methods: A starting point for (apparently) non-digital issues.
- Problem of avoiding methodology: (methods separated from theory).

**Data**
- Data-driven research: Research questions should drive research.
- How to gather and store data efficiently: Understanding alongside other methods.
- Cost of data: How big is 'big data'?
- Identifying data sets: Big data vs thick data.
- Gatekeepers: Data wranglers.
- Populations that are not represented: Digital divide.

**Technology**
- Identifying skills to capture / process information: Need for training.
- Need for guidance: How to take this forward.

**Interdisciplinary Work**
- Research students training: Identifying skills to capture / process information.
- Knowledge exchange: Need for training.
- Larger research teams in social sciences: How to take this forward.
- Disciplinary turf-wars?: Need for training.

**Dissemination**
- Publishing outcomes: timeliness / formats / raw data: Media impact.
- Raw data: Archiving.
- How to priortise beyond what's easy to do?: Identifying skills to capture / process information.

**Ethics**
- Privacy: "It's in the public domain" not good enough.
- "The mainstream": Ignorance.
- It depends on: context / RQs / topic / platform.
- Hidden populations / marginalised groups: Boundaries of networks you study / networks you construct.

**Populations and Context**
- Best place to research taboo: Able to access previously inaccessible discussions and topics.
- Online places that show social taboo are unusual: No apparent Hawthorne effect.
- Offline vs "real": Of interest.
- Hyperreality: How do people engage with internet content?

**Defining the terms**
- "Digital methods": Does this limit meaning?
- "The mainstream": Defining / bordering the field.

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**Why use digital methods?**
- "Digital methods": Comparison easier (same tool for everybody).
- "The mainstream": A starting point for (apparently) non-digital issues.
- Acceleration of research process (pro or con?): To considering the banal / everyday.
- Easier longitudinal research: Exploring interactions rather than single units.
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