

SOCIAL TRENDS OF ETHNOGRAPHIC VIEDOGRAPHY

Shalu Chopra

Francis Arackal

Abstract

Ethnographic Videography commence to undergo, expound & portray culture and society by scrutinizing ethnographic video in contrary to ethnographic film. By flocking, propogating, and enquiring data to apprehend use and misuse of videography as an abet to ethnographic research. I will focus on how ethnographic videography annotate the nuances of culture for professional environmental and organizational motive utilizing social media and examine the trends related to ethnographic videography on social networking websites and their budding impacts on rising generation. Digital technologies confer social media in collation to mainstream as it has the prospective to open a new direction in ethnographic videography. The determination of the research is to study the impression of ethnographic videography on rising generation with succour of social trends. Ethnographic videography infiltrate social trends which is skilled by ethnographic filmmaking, visual sociology and cultural studies. The research necessitates comparative analysis methodology by evincing social, professional, environmental and organizational videography utilizing social media.

Keywords: Videography, Social Media ,ethnography, Digital technology, impact factor.

INTRODUCTION

Ethnography is an enactment and an assertion with ample of ethical, political, ethereal & exquisite strand succour ethnography widen out of a master disquisition of colonization. Ethnography is systematic representation of people and erudition with their lifestyle, traditions and correlative dissimilarity.

The word 'ethnography' is derived from the Greek word (*ethnos*), meaning "a company, later a people, nation" and "Graphy" meaning "field of study".¹ the study and systematic recording of human cultures². Ethnographers have been known to create or construct the other as primitive. Certain Western scholars evidenced arrogance through their judgmental interpretations of Others.³

Ethnographies are often multi-sited and multi-media, taking place in both physical and virtual spaces.⁴ It's origins are traced to Malinowski's fieldwork among Trobriand Islanders in 1914. "He was the first to use participant observation to generate specific anthropological knowledge."

Radcliff-Brown later saw the idea of the function of an institution "within a social structure".⁵ An ethnographer is an anthropologist who attempts—at least in part of his professional work—to record and describe the culturally significant behaviors of a particular society. Ideally, this description, an ethnography, requires a long period of intimate study and residence in a small, well-defined community, knowledge of the spoken language, and the employment of a wide range of observational techniques including prolonged face-to-face contacts with members of the local group, direct participation in some of that group's activities, and a greater emphasis on intensive work with informants than on the use of

¹ <https://en.wikipedia.org/wiki/Ethnography>

² <https://www.merriam-webster.com/dictionary/ethnography>

³ <http://www.sunypress.edu/pdf/60804.pdf>

⁴ https://link.springer.com/chapter/10.1007%2F978-94-6300-381-0_1.

⁵ http://faculty.babson.edu/krollag/org_site/org_theory/Scott_articles/ellen_ethhis.html

documentary or survey data. ethnographers began to show greater interest in general theory and descriptive methods, as well as to take advantage of an expanded range of research techniques such as the recording of life histories, the administering of projective tests, and the extensive use of film.⁶

Ethnography Film is candid communication with non-western people which erratically allied with anthropology.

informed by blunt or implied conjecture of culture.

It is emanate with eventual filmmaker Robert J. Flaherty – the predecessor of ethnographic film famous for the first feature – length film “NANOOK OF THE NORTH “ – 1922⁷.

Before 1926 documentaries were known by the name of “Actuality Films” Informed by blunt or implied theories of culture.

“In the 50s and early 1960s ethnographic film came to be interpreted as “communication between filmers and filmed” (de Brigard).”⁸ imply explicit exploration tacks using peculiar anthropological concordance.

Ethnography Videography

Ethnography Videography is a chronicle contingency to experience , interpret and represent culture and society.

Video ethnography include:

- Observation, including immense filming of practitioners,
- Allowing to view the video recorded material and reluctantly discuss their practice,
- Building the potential for the ongoing and critical appraisal of practice.

Video-ethnographic methods seek to foreground knowledge, expertise, and insight into the invigorated in their own work processes.

Photos and moving pictures have been used by ethnographers since soon after they were invented.⁹

According to Wayne Fife, the goal of ethnographic research is to makes reasonable sense out of human actions within a context of a specific place and time that formulate a pattern of analysis .

Videos empower for coverage of activities in much of their entanglement with the natural settings over an elongate duration of time. This coverage can be used to supplement written accounts and provides a context for the limited coverage by other methods.

Ethnographer filming celebrations of the Assumption of Mary, Beskids, Poland

Videos allow for scientific rigour when conducted by trained researchers.

Videos retain sequences of observed behaviour for later scrutiny and can as a result increase quality and reliability of statements made regarding the activity.

⁶ <http://www.encyclopedia.com/social-sciences-and-law/anthropology-and-archaeology/anthropology-terms-and-concepts/ethnography>

⁷ https://en.wikipedia.org/wiki/Ethnographic_film

⁸ http://www.jfki.fu-berlin.de/academics/SummerSchool/Dateien2011/Presentation_Handouts/Handout - Hoenisch - September 19 - Nistor.pdf

⁹ https://en.wikipedia.org/wiki/Video_ethnography

Videos allow for review by both researchers and participants which can help increase the scope of interpretation.¹⁰

Social media and rising generation

social media has had a huge impact on higher education process, providing new ways for institutions to connect and engage with current and prospective students, but it makes perfect sense that which age group and for whom social media has existed.¹¹

In content on the web, there is an unprecedented amount of unreliable content — spam, phishers, photo shopping, Inaccuracies, hoaxes and scams. The rising generation have to enunciate high awareness of the world around them.

By social media Customization, Scrutiny, Integrity, Collaboration, Entertainment, Speed and Innovation can bring an opportunity for creativity, engagement and unprecedented loyalty for rising generation.¹²

Social trends

Social trends as per the Cisco VNI (Visual Networking Index) Forecast Report states that 70% of the total Consumer Traffic in 2015 was Video traffic only.

VIDEO HIGHLIGHTS

It would take an individual more than 5 million years to watch the amount of video that will cross global IP networks each month in 2021. Every second, a million minutes of video content will cross the network by 2021.

Globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2021, up from 73 percent in 2016. Global IP video traffic will grow threefold from 2016 to 2021, a CAGR of 26 percent. Internet video traffic will grow fourfold from 2016 to 2021, a CAGR of 31 percent.

Live Internet video will account for 13 percent of Internet video traffic by 2021. Live video will grow 15-fold from 2016 to 2021.

Internet video surveillance traffic increased

72 percent in 2016, from 516 Petabytes (PB) per month at the end of 2015 to 883 PB per month in 2016. Internet video surveillance traffic will increase sevenfold between 2016 and 2021. Globally, 3.4 percent of all Internet video traffic will be due to video surveillance in 2021, up from 1.8 percent in 2016.

Virtual reality and augmented reality traffic will increase 20-fold between 2016 and 2021, at a CAGR of 82 percent.

Internet video to TV grew 50 percent in 2016. Internet video to TV will continue to grow at a rapid pace, increasing 3.6-fold by 2021. Internet video-to-TV traffic will be 26 percent of consumer Internet video traffic by 2021, up from 24 percent in 2016.

Consumer Video-on-Demand (VoD) traffic will nearly double by 2021. The amount of VoD traffic in 2021 will be equivalent to 7.2 billion DVDs per month.

Content Delivery Network (CDN) traffic will carry

¹⁰ https://en.wikipedia.org/wiki/Video_ethnography

¹¹ <https://www.socialmediatoday.com/content/rising-influence-social-media-reflected-data>

¹² <https://www.businessesgrow.com/2012/07/22/the-net-generation-and-the-future-of-social-media-marketing/>

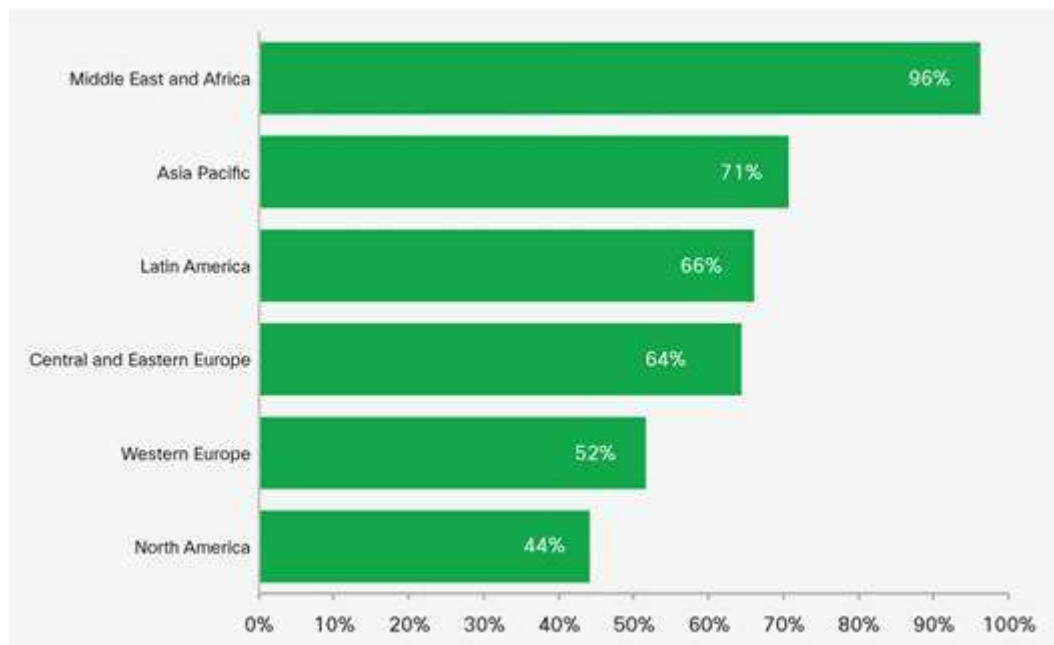
71 percent of all Internet traffic by 2021. Seventy-one percent of all Internet traffic will cross CDNs by 2021 globally, up from 52 percent in 2016.¹³

MOBILE HIGHLIGHTS

Video content expands its wings as it eating the social media They predicted that there is no exaggeration by 2020. The video traffic would be 80% of the total consumer internet as 60% of the social marketers used video till 2015.

In 2015 and 2016, Facebook has launched 360-video, Live Video, and Lifestage (A Video-Centric App for Teenagers). Instagram has launched 60-Second Videos & Instagram Stories. Facebook has made its users able to save videos and download/watch later when they are with a high-speed internet connection.¹⁴

Mobile Data Traffic Growth in 2016



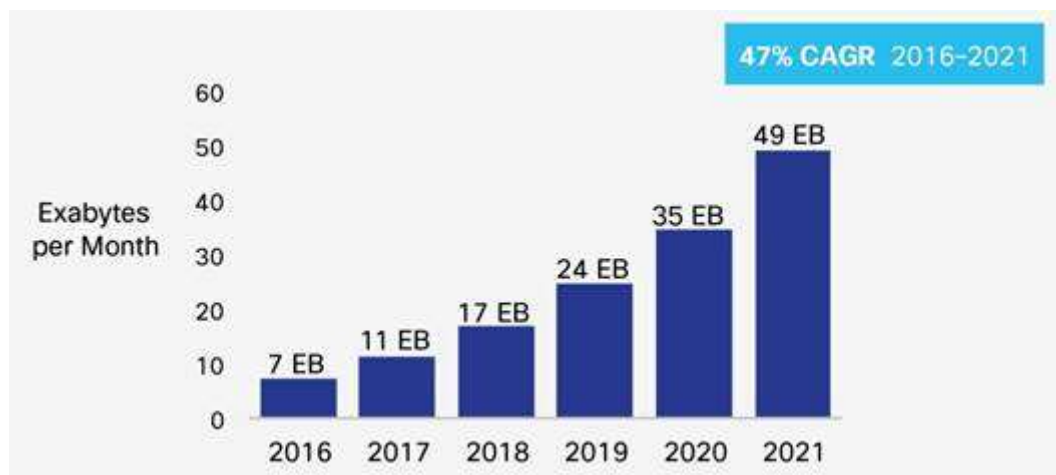
Global Mobile Data Traffic, 2016 to 2021

Overall mobile data traffic is expected to grow to 49 exabytes per month by 2021, a sevenfold increase over 2016. Mobile data traffic will grow at a CAGR of 47 percent from 2016 to 2021

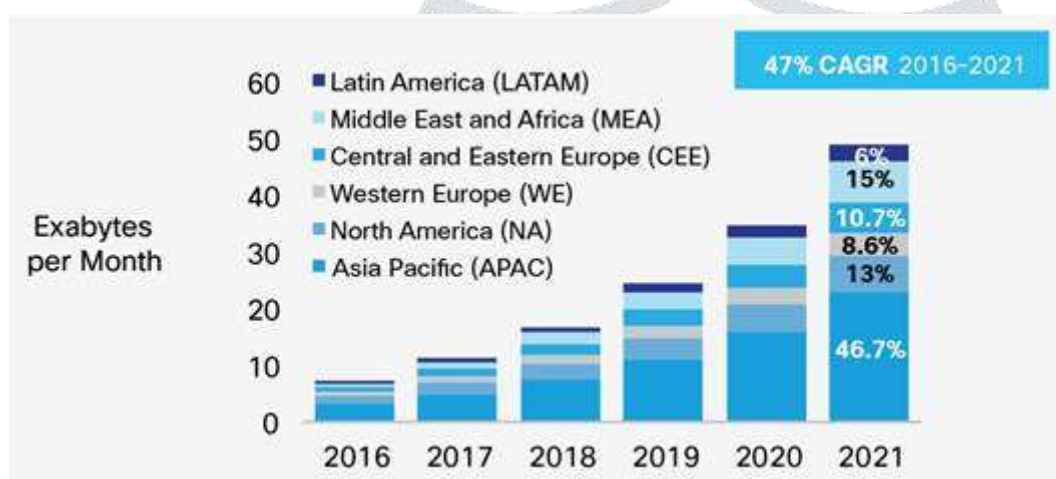
Cisco Forecasts 49 Exabytes per Month of Mobile Data Traffic by 2021

¹³ <https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.pdf>

¹⁴ <https://www.dreamgrow.com/social-media-marketing-trends-2017/>



Global Mobile Data Traffic Forecast by Region



Asia Pacific will account for 47 percent of global mobile traffic by 2021, the largest share of traffic by any region by a substantial margin, as shown in Figure 3. North America, which had the second-largest traffic share in 2016, will have only the fourth-largest share by 2021, having been surpassed by Central and Eastern Europe and Middle East and Africa. Middle East and Africa will experience the highest CAGR of 65 percent, increasing 12-fold over the forecast period. Asia Pacific will have the second-highest CAGR of 49 percent, increasing 7-fold over the forecast period.¹⁵

There are some Platforms to Dive Into Media Video Marketing in which one of the medium is We compare with Medium –Electronic Media **TELEVISION** and New MEDIA Platform **YOUTUBE**

YouTube is so popular, we almost forget that it’s a social network. But users connect with one another, share ideas, and find exciting new content – just like any other network. Plus, it’s the second largest search engine in the world (after Google, its parent company). This makes YouTube’s potential even more exciting.

Why use YouTube?

- YouTube videos help your brand:
- Gain authority
- Build your brand

¹⁵ <https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/mobile-white-paper-c11-520862.html>

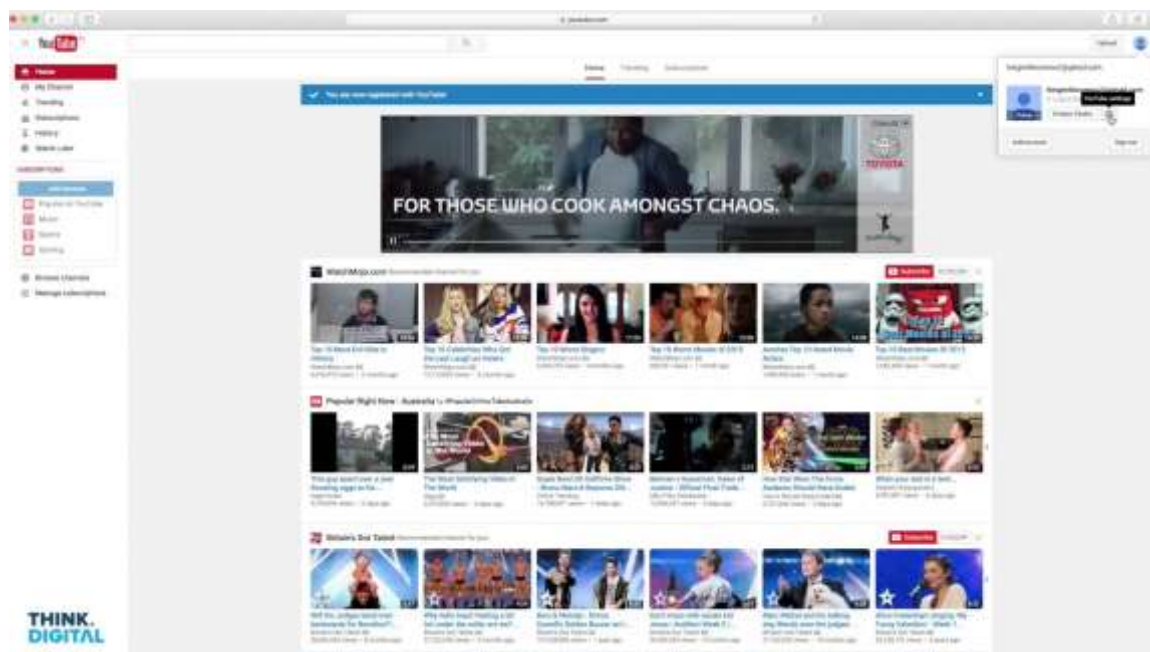
- Find new PR opportunities
- Showcase your products
- Feature customer testimonials



YouTube.com focus has always been Broadcast Yourself. become so mainstream to post videos on the Internet are into social circles, the video sharing community Yet, the very reason ideo sharing has become an important part of our society.

It is not just education for school that you can find help with on YouTube. You can also find new ways to organize, how to set up a TV, how to make dinner, and more tasks that you would previously only have instructions to use that might be difficult to read. With YouTube videos and other videos people share, it can make a seemingly difficult dream to accomplish become a much easier goal to score. It can also provide us with other forms of entertainment or news.

YouTube videos also allow for people to see all the news and information without actually have a television. People post videos on YouTube by their firsthand accounts of certain events or themes . These are both exciting and give people around the globe a glance into an event without hearing the commentators or analysts but You get to see many people's points of view at the click of a mouse.



As the “digital divide” continues to decrease as well, the benefits of YouTube on society will grow. YouTube is an important part of our culture and will continue to benefit the world for the foreseeable future, people on the other hand, need to be aware of the possible negative outcomes of their actions on sites like YouTube and other places they are able to share videos.¹⁶

As new media and advance technology helping people to reach anywhere to everywhere in the terms of knowledge ,education and the social media brings this medium the approach to to interact with mass by the platforms like youtube .

CONCLUSION

“According to marshall mc luhan – medium is message and new media is a global village.” youtube is a medium where people can connect, share and aware with all kind of information with each other . Youtube is a platform where consumers can view video content. Sometimes the content is informative, sometimes it’s entertaining, and sometimes it’s promotional. excellent use of a viral and hot marketing campaign to draw viewers, recognition, and conversations.

If we discuss about media ,society and development in the context of ethnography videography by using YOUTUBE

MEDIA- ONLINE MEDIA

MEDIUM- YOUTUBE

AGENDA-SOCIETY, DEVELOPMENT AND ENTERTAINMENT

The ethnographic video approach through social media leads to the interest, time and convenience than other mediums, that is why people are choosing social media for the information interaction and for the business purpose as well.

¹⁶ <https://medium.com/survey-of-mass-media/the-impact-of-video-sharing-youtube-6bdd1c2f111a>

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