

the individual attitudes and experiences of interviewees (cf. Schulz 13), it is impossible to harvest as wide a range of opinions as in focus groups. In times in which opinions and attitudes are regarded as socially constructed, fragmented, and ephemeral, the method of the focus group does justice to this fact by paying close attention to the interaction process, deliberation, and the formation of opinion through mutual communication (cf. Littig and Wallace 10).

6.4 Conclusion

In this chapter, participant observation, interviews, and focus groups were identified as the methodological cornerstones of the investigation. Most importantly, the suitability of established methods of ethnography, regardless of whether one researches predominantly online or offline situations, was stressed. Alongside her participants, the researcher “lives everything at once” (Miller 28) during periods of participant observation. This is also true for interviews, which “must be viewed as social events in which the interviewer [...] is a participant observer” (Hammerley and Atkinson 120). Once again, the chapter illustrates that “(e)thnography is a lived craft rather than a protocol which can be separated from the particular study or the person carrying it out” (Hine, *Ethnography* 13).

