

WeChat Ethnography

*New Practices and Limits
of an Emerging
Research Method*

PART I
October 7
2022

ORGANIZED BY
Pascale Bugnon (UNIGE)
& **Yali Chen (UNIGE)**



Onsite registration by October 4

ic@unige.ch

Zoom ID **670 0684 2591**

passcode: **915747**

Program

9:00-9:30	Welcome speech
9:30-10:00 (online)	<i>WeChat Ethnography: From Hype to Reality Check</i> Haiqing Yu (RMIT)
10:00-10:30 (online)	<i>Ethnographic Research on the Team Working Online: Using WeChat and Online Meetings as Data</i> Kun Han (Renmin University)
10:30-10:50	Coffee Break
10:50-11:20 (online)	<i>The Digital bridge: WeChat ecology and Chinese international students in Melbourne</i> Gavin Xun Zhou (RMIT)
11:20-12:00 (onsite)	<i>WeChat as an object of study and research methods: Human mobility & Mobility of goods</i> Natalia Ryzhova (Palacky University) & Iulia Koreshkova (Palacky University)
12:00-13:30	Lunch
13:30-14:00 (onsite)	<i>Discovering common impressions on mega-event site through user-generated content: Analysis of Beijing 2022 Big Air Venue through data from the WeChat channel and Weibo</i> Huishu Deng (EPFL)
14:00-14:30 (onsite)	<i>From Practical to Scientific : WeChat as an Ethnographic Method in Chinese Migration Studies</i> Yali Chen (School of Social Sciences, University of Geneva)
14:30-15:00 (onsite)	<i>An Ethnographic Space between privacy and publicity: A study on the Anti-epidemic music video of WeChat opera-fan accounts</i> Xiaoxin Wang (Ruprecht-Karls-Universität Heidelberg & Nanjing Arts University)
15:00-15:20	Coffee Break
15:20-15:50 (onsite)	<i>WeChat Moments as Interactive Diary Data in Ethnographic Research</i> Zhenwei Wang (Bielefeld University)
15:50-16:20 (onsite)	<i>WeChat as an Unvoiable Research Tool for Fieldwork, and its Problems</i> Mengke Zhang (EPFL)

16:20-16:50 (online)	<i>Applying WeChat Ethnography to politically sensitive topics</i> Yue Wang (Tampere University)
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Additional information

Location	Institut Confucius Route de Lausanne 266A 1292 Chambésy / Geneva, Switzerland
Zoom link	https://unige.zoom.us/j/67006842591?pwd=MTdyMDFvMG5BVmRHTTFzYUpNMGc1Zz09 ID de réunion : 670 0684 2591 Code secret : 915747
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