
Activity 4-2

Generating Research Artefacts Using Digital Media

This activity asks you to think about how you work with social media and digital devices and how you can use them to see what communities are saying about your organisation:

How do you collect the data or information you need?

Consider your current engagement process. Note down your method of sourcing information from the communities you work with. Does it include any of the digital platforms noted in the *Social Media Resources Guide*? If so, why? If not, why not?

How does the inclusion of digital platforms in your research process relate to your 'research persona'? For example, if you tend towards a quantitative approach, how can social media commentary inform you? Similarly, if you tend towards a qualitative approach, what does social media provide?

Does the availability of social media and other digital platforms encourage a different vision about who your communities are and where they are located? Is this vision of value?

Points to Note...

The *Module 4-2 Video* asks you to think through how you can work with a 'sense of community' through digital technologies in Local Government.

We explore some of the common forms of social media in closer detail and start to think about them as research artefacts and as new or revised locations for community engagement.

The Task

This task asks you to consider how relevant data might be sought through different social media and web platforms, with emphasis given also to your own local government organisation's web presence.

Social Research Toolkit:

using social research in local government
community engagement

Your Council's Web Presence

If you have the time, set aside an hour or so and connect to your organisation's website. Take a close look, in particular, at any community engagement features and think about what you've experienced through simple social media searching.

Consider these questions:

Are there aspects to what you see that could be rethought?

How might your organisation make better use of the Internet and associated digital technologies and techniques?

Are any of the platforms mentioned in the *Social Media Resources Guide* in active use as potential sites of research in your organisation?
