



Project Acronym: TRANSLITERACY
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The TRANSLITERACY project consortium is composed of:

UPF	Universitat Pompeu Fabra	Spain
UOC	Fundació per a la Universitat Oberta de Catalunya	Spain
UOXF	The Chancellor, Masters and Scholars of the University of Oxford	UK
JYU	Jyväskylän Yliopisto	Finland
UMINHO	Universidade do Minho	Portugal
UdelaR	Universidad de la República	Uruguay
PUJ	Pontificia Universidad Javeriana	Colombia
UNITO	Università degli Studi di Torino	Italy
ARS MEDIA	Ars Media SRL	Italy

RMIT University (Australia) participates in the research but it is not a beneficiary of the TRANSLITERACY Project.

Designing an ethnographic-based toolkit for exploring teens' transmedia practices

ABSTRACT

This article proposes an ethnographic-based methodology for exploring the way in which teenagers gain digital media skills and their informal learning strategies for an international project involving countries of Europe, Latin America and Australia. The fieldwork toolkit aims to use an ethnographic approach for studying teens' transmedia storytelling that fulfils ethical requirements, guarantees adolescents' rights and parent's approval, and can be implemented simultaneously in different contexts by multidisciplinary research teams over a relatively short time scale. The article explains the toolkit prototype testing process and the fieldwork strategy underlying the implemented set of consecutive fieldwork procedures (questionnaire, participatory workshops, in-depth interviews and online observation). In addition, we discuss the possibilities and limits of remixing research approaches (digital ethnography, participatory research, design thinking, etc.) to design innovative methodologies to conduct transnational research with children and teens. Finally, we explain how our proposal aims to contribute to opening methodological imagination in order to carry out ethnography by other means.

Keywords: ethnography, teens, transmedia literacy, skills, informal learning, education, media practices, digital media, methodology, innovative methods

