

REVERSE ENGINEERING A SCHOOL PLATFORM

THE RELEVANCE OF ETHNOGRAPHIC PRACTICES IN THE STUDY OF COMMUNICATION INFRASTRUCTURES



**Brown Bag Talk
with Fredrik Rusk**
Bring your own lunch.
Coffee, tea, and cookies
provided.

**Wednesday, May 20, 2026 at 11:30AM
in the IRDL Lounge Kaneff Tower, 7th Floor
followed by the lecture: "Platform Power in Finnish Schooling"
at 2:30PM in CMDS 2200 (Markham Campus)**

The changes in spatial boundaries that the inherent embeddedness of online digital technologies create is a methodological challenge for ethnographic research. In this talk, I will open up the concept of 'reverse engineering' the role of school platforms in educational practices by problematizing the integration of digital methods and more traditional ethnographic methods to study platform use in situ.

Fredrik Rusk (Associate Professor of Education, Department of Education, Åbo Akademi, Finland) leads ethnographic and ethnomethodological studies using diverse data to critically analyse social organization, identity, culture and learning from participants' perspectives.

To register, email irdl@yorku.ca

irdl.info.yorku.ca/events

