The presence of digital media in today’s world necessitates careful study of the ways users interact with one another and accomplish their communicative goals on different platforms. For this reason, Vásquez’ (2022) volume on Research Methods for Digital Discourse Analysis is most timely. The editor and the authors of the various chapters have managed to create an accessible set of case studies highlighting the complex and iterative nature of digital discourse analysis. After an introductory chapter written by Vásquez, the reader will encounter 13 further chapters, each of which addresses a different step in the research process, from grounding investigations in theory to collecting and then analyzing data. Adding to the cohesiveness of the volume, each chapter is loosely divided into three sections covering: (1) a particular methodological issue, (2) a case study from the authors’ research,
and (3) a number of practical recommendations for future projects involving digital discourse analysis.

In Chapter 2, Tovares underscores the importance of situating research programs in sound theory. Tovares explains the way theory connects past, concurrent, and future research, even illustrating the link with an endearing personal story from the author’s graduate education. A particular strength of the chapter is Tovares’ concise yet detailed analysis of comments on an article in a Ukrainian newspaper that profiled a limited edition iPhone picturing Vladimir Putin. Tovares utilizes Bakhtin’s (1984) theory of carnival to illustrate the creative, intelligent strategies used by commentators to subvert the status quo. In Chapter 3, Kiesling builds on Tovares’ discussion of theory by highlighting the importance of defining constructs of interest. To exemplify this step, Kiesling describes the process of defining stance to a degree of specificity that would enable its operationalization in a corpus analysis of Reddit posts.

In Chapter 4, Pihlaja addresses methodological considerations surrounding data selection given an overwhelming number of possibilities. The author acknowledges the trade-off between limiting the samples in a particular analysis and reducing the generalizability of results. For this chapter’s case study, the author documents the reasoning behind the choice of specific platforms and internet personalities for an examination of online interactions among individuals of different faiths. Although Pihlaja only alludes to the research results, the author’s recommendations for data sampling (i.e., referring repeatedly to the research aims and recognizing that choices are not neutral) are sound. Following these suggestions, in Chapter 5, Kreis emphasizes the need for detailed descriptions of data collection and storage procedures. In discussing the use of a web scraping tool to collect tweets containing the hashtag #wirschaffendas, Kreis recounts the subsequent labeling and storage of tweets in the cloud. Perhaps the most important takeaway from this chapter is the author’s explanation of the impact of using third-party search tools (e.g., X’s, formerly known as Twitter’s, API) to retrieve data, as the algorithm (not the researcher) is in control.

Kreis’ mention of ethical issues around data management at the end of Chapter 5 serves as a nice segue to Tagg and Spilioti’s discussion of research ethics in Chapter 6. Tagg and Spilioti highlight three maxims governing distinct phases of a research project, including collecting only the data necessary to address a study’s research questions, engaging in the practice of obtaining ongoing consent, and considering the consequences of disseminating direct quotes and actual images. As an anchor chapter for the entire volume, the authors present two detailed case studies concerning ethical decisions they made around reproducing a controversial image and recording personally identifying details of individuals who were connected to focal participants but
not directly involved in the study. Finally, Tagg and Spilioti close the chapter with recommendations from two prominent researchers. These researchers suggest that when dealing with distressing discourse, it is important to collaborate with other people who can provide a support system and minimize the isolating tendencies of academic life.

In Chapter 7, Paulus references a variety of tools that researchers can use for digital discourse analysis, including NVivo, MAXQDA, Dedoose, and ATLAS.ti. For the case study, Paulus documents the use of ATLAS.ti to analyze the discourse of 105 GoFundMe medical campaigns. For readers unfamiliar with ATLAS.ti, the details the author provides around how to create word clouds, annotations, memos, and codes are extremely useful. In Chapter 8, Lee describes the value of soliciting user perspectives on their use of multilingual discourse online. Before introducing a case study of multilingual hashtags on Instagram during the Umbrella Movement in Hong Kong, Lee explains that research on multilingual online discourse has generally been approached from a qualitative perspective with a predominant focus on identity formation.

In Chapter 9, Page explains that language is only one of many meaning-making tools available for communicating online, among which are images, sound, and videos. Nevertheless, the author describes several challenges of researching multimodal interactions, including selecting an appropriate theory, choosing software amenable to the analysis of multimodal data, and protecting the rights of individuals appearing in publicly available images. Of particular interest in this chapter is Page’s description of the creation of an annotation manual to assist with the categorization of images. Continuing the discussion of multimodality in online communication, in Chapter 10, Bhatia delves into the realm of user-created content on YouTube. Specifically, Bhatia examines the way a beauty vlogger, or video blogger, uses various linguistic resources to establish herself as both a friend and an expert. Although the author’s analysis does not address the visual and aural aspects of the YouTube videos, two of Bhatia’s suggestions are relevant to researchers. First, the author recommends weaving data collection into a weekly routine, and second, Bhatia suggests that researcher experience with social media will enable them to arrive at a deeper understanding of user practices.

Chapters 11 and 12 present case studies from the business world to illustrate the relevance of conducting cross-platform and corpus-based analyses of digital discourse. In Chapter 11, Brunner and Diemer report on a cross-platform analysis of posts made to Facebook, Instagram, and X (formerly known as Twitter) by 50 international companies. Space constraints perhaps restricted the amount of detail the authors could provide regarding the analysis of data, but the results revealed a number of characteristics that could make platforms more or less effective depending on the business strategy. For example,
whereas Instagram enables companies to take advantage of the hashtag cloud, X (formerly known as Twitter) is particularly useful for reputation management. Although not entirely related to the content of the chapter, Brunner and Diemer’s suggestion to keep a log of research ideas would be pertinent for graduate students who may find themselves pulled in different directions. In Chapter 12, Lutzky and Kehoe use a corpus-based approach to study a collection of customer service-related tweets referencing Ryanair. Along with the case study presented in Chapter 1, the authors’ analysis of keywords and collocations is extremely accessible and quite entertaining, particularly for readers who have had the pleasure of flying with Ryanair. In addition to the authors’ clever analysis, Lutzky and Kehoe describe several useful tools for researchers interested in studying tweets, including FireAnt, TAGS, and TweetTokenizer.

In Chapter 13, Bolander takes an ethnographic approach to the study of power negotiations in reader comments on personal blogs. To complement this analysis of screen-based data, Bolander collected user-based data in the form of blogger responses to a questionnaire on their motivations for posting and their relationships with readers. In describing the analysis, Bolander referenced challenges with the selected coding scheme, which led to the development of a unique digital tool for annotating the corpus. In contrast to Bolander’s low involvement ethnography of blogger–commenter interactions, in Chapter 14, Thompson describes the reflective process that led to a reconfiguration of researcher–participant relationships. Whereas the author started with the intention of conducting semi-structured interviews, as the project progressed, Thompson decided to coin the term, *dialogic action interview*. Essentially, the author gradually adopted an approach that included advice-giving and interventions, which led to participant changes in behavior. Even though Vásquez’ volume does not include a closing chapter, we found Thompson’s advice to be a welcome finish: “when we allow ourselves to remain curious, be flexible, and make changes along the way, we can be responsive to the shifting landscape of technologies and participants’ needs” (p. 257).

As early career researchers with varying degrees of familiarity with digital discourse analysis, we can attest to the utility of this collection for individuals with different levels of background knowledge. For experienced discourse analysts, the cross-chapter engagement with ethical issues will serve as a fruitful point of departure for discussions with Institutional Review Boards and co-researchers concerning necessary protections for publicly available content. In addition, both experienced and inexperienced researchers will benefit from reading the detailed accounts of qualitative discourse analysis software. Perhaps most importantly, readers will come away with an appreciation for the time-consuming nature of digital discourse analysis and the means by which it is possible to make principled decisions concerning data collection.
and analysis. We would highly recommend this text to graduate students and mixed methods researchers from various disciplines who are interested in communication in digital environments.

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**Reference**