



**A farewell from your current editors.**

Dear readers and authors,

Although the seasons never seem to change in our beloved St Andrews, the reality is that time passes by quickly here, and the moment for the journal's current Editorial Team to step down has come. For me, it has been absolutely exciting to be a part of this project, and to help it grow the way it has in the past months. I believe the work published on our site is a true reflection of the rich diversity of our student population, and a testimony of the way that anthropological theory can be used to reflect about all kinds of social contexts, even those that we often take for granted or find uninteresting. As a young anthropologist, my idea that the world we inhabit is intrinsically convoluted has been reaffirmed; being given the tools to bring this complexity to the fore is what I think makes my discipline so fulfilling. Ilinca Vânău will now take my place as Editor in Chief, and I am certain that she will go on to do great things with the journal.

It only seems appropriate that the last issue published by the current Team centres on popular culture, bringing attention to the youthful approach that we try to promote in this undergraduate student initiative. Maintaining a high academic standard, many of the articles in this new volume use classical theories to explore current social processes, opening up questions about our daily practices and preconceptions. Christopher Cannell and Sarah Hochfield examine the behavioural politics of Facebook, whilst Charlie Cavaliero discusses the Cartesian mind/body debate through an analysis of online alter egos. Tamsin Kent investigates nightclubs as places of liminality and transgression, whilst Lizzie Nelson explores the connection between place and social memory. Richard Corlett looks at the stereotype of the 'Essex girl' beyond its portrayal in the media, Roddy Bisset analyses the practices of Aberdeen football fans, and Karoline Hardt brings us back to St Andrews, discussing the dietary choices of vegetarian, vegan and low-meat eating students of the University.

My last words of advice to the audience of the Ethnographic Encounters journal come from author Natalie Goldberg: "Trust in what you love, continue to do it, and it will take you where you need to go." This might come across as trite, yet it is easy to lose sight of what we like doing best whilst at university. I have been fortunate enough to find and follow my passion, and it is my hope that your time at St Andrews will put you on the right path, perhaps through projects such as this journal.

A grateful farewell from,

Francesca Vaghi

*In this Issue*

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| <b>Examining the Real 2.0: Community, Linguistics and Facebook Rape</b>  | Christopher Cannell |
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| <b>Stereotypes &amp; Stilettos: An Ethnographic Study of the Impact and Origins of the ‘Essex Girl’ Stereotype</b>                   | Richard Corlett     |
| <b>Dietary Choices as Reflexive Responses to Modern Food Practices: Vegetarian, Vegan and Low-Meat Eating Students in St Andrews</b> | Karoline Hardt      |
| <b>“It’s Not Official Until It’s Facebook Official”—the Social Significance given to Facebook Relationship Statuses</b>              | Sarah Hochfield     |
| <b>An ethnography of clubbing: the rules and rituals of clubbing and nightclubs as places of transgression and transformation</b>    | Tamsin Kent         |
| <b>Identifying Social Memory and Place in the Old North Bridge</b>   | Lizzie Nelson       |

*Editor*

Francesca Vaghi

*Sub-Editors*

Adele Oates, Sophie Patterson, Sabrina Russo

*Photography Editor and Publicity Manager*

ILinca Vânău

*Journal Manager*

Dr. Craig Lind

*OJS Support*

Jackie Proven

Janet Aucock

*Academic Liason Librarian*

Alice Crawford

Special thanks to the University of St Andrews' Department of Social Anthropology.

*Aims and Scope*

Ethnographic Encounters is an undergraduate e-journal which provides a platform for the work of the social anthropology students of University of St Andrews. Established in 2011, the e-journal's main aim is that of publishing research projects conducted by students in their second year of study. Additionally the publication promotes visual and other experimental expressions of ethnographic interest. The e-journal is intended to present the work of the University of St Andrews' undergraduate, social anthropology students for two main audiences. In the first instance, Ethnographic Encounters presents a valuable resource for future students to draw on the experience and insights of their predecessors. In the second instance, Ethnographic Encounters offers a means for social anthropology students throughout the world to engage with their peers in St Andrews, establish new connections, share ideas and to begin to engage in an exchange of knowledge that is fundamental to the discipline.